



August 16, 2018

East Shore Local Development Corporation's mission: Post-Sandy revitalization

By KRISTIN F. DALTON

Creation of the East Shore Local Development Corporation

"[The East Shore] has so much potential to be a spectacular commercial area," said Linda Baran, president and CEO of the Staten Island Chamber of Commerce.

The newly-formed East Shore Local Development Corporation (ESLDC) plans to revitalize the area through a balance of existing and new local businesses.

New logo, website

The rebranding of the East Shore through the ESLDC wouldn't be complete without a logo and website.

Staten Islanders can visit EastShoreNYC.com for information about the ESLDC, existing businesses and how you can bring your business to the area, as well as local event information.

The logo features the gazebo from the center of the boardwalk inside of a circle with waves on both sides; "The East Shore Staten Island" surrounds the image.

Rezoning for the East Shore

Abraham Unger, project manager for ESLDC, said it's working on rezoning the area to a commercial zoning district. This would allow for increased business development along many of the East Shore corridors.

Beautification and enhancement

"Strategic location of new benches and signage, part of the urban beautification and enhancement plan, will help drive pedestrian traffic," said Larissa Ortiz, owner of Larisa Ortiz Associates, a commercial business advisor.

"There are many exciting initiatives taking place. The business districts could really use some love," Ortiz said. "We have a clear roadmap to achieve new efforts."

Unger said the addition of signage and benches is something that could be done easily and "really makes a difference."

Additionally, a supplemental sanitation service has been cleaning and maintaining the streets since May 22 and will continue through August 31.

East Shore was 'Sandy-fied'

Mark Tranchina, owner of The Vanderbilt at South Beach, said his restaurant, along with the East Shore of Staten Island, was "Sandy-fied."

"It's been a big struggle since Hurricane Sandy," Tranchina said, adding that before Sandy it was Hurricane Irene and the recession of 2008 before that.

He said he's been requesting a Business Improvement District since 1999.

"Now I'm looking encouragingly to the things that are taking place and to the future," he said. "We should be the gem of New York City."

Importance of business corridors

Councilman Steven Matteo said Hurricane Sandy's devastation forced East Shore residents, business owners and elected officials to rethink their environment.

"It also reminded us how important our business corridors are to the economic health and resiliency of our communities," Matteo (R-Mid-Island) said.

"The East Shore Local Development Corporation's 'Vision Plan' will build on the success we have had collaborating with local businesses, stakeholders, and city agencies to form the West Shore and New Dorp Business Improvement Districts to help our communities rebuild and thrive, now and in the future."

Where are the East Shore commercial corridors?

The East Shore's four main commercial corridors are: Hylan Boulevard, Midland Avenue, Father Capodanno Boulevard and Sand Lane.

Matteo allocates discretionary funding

Additionally, Matteo allocated \$15,000 in discretionary funding for the East Shore Local Development Corporation in his Fiscal Year 2019 budget.

The money, he said, will allow the "vital efforts" to beautify the East Shore, which is his district.

Making the East Shore the 'Fun Coast'

Assemblywoman Nicole Malliotakis (R-East Shore) quoted former Borough President James Molinaro when he called the East Shore of Staten Island the "fun coast."

Malliotakis said the ESLDC is an opportunity for the local, city, state, and federal organizations and agencies to build the waterfront that residents desire, deserve and will make it the "fun coast" once again.

It's all about support

Baran said everything the ESLDC is doing and plans to do in the future comes back to support.

"We're here to support businesses, current and incoming; we want to drive up local business," Baran said.

“The East Shore is open for business,” she said.