



Exploring the Future of Navassa: An Integrative & Evaluative Framework

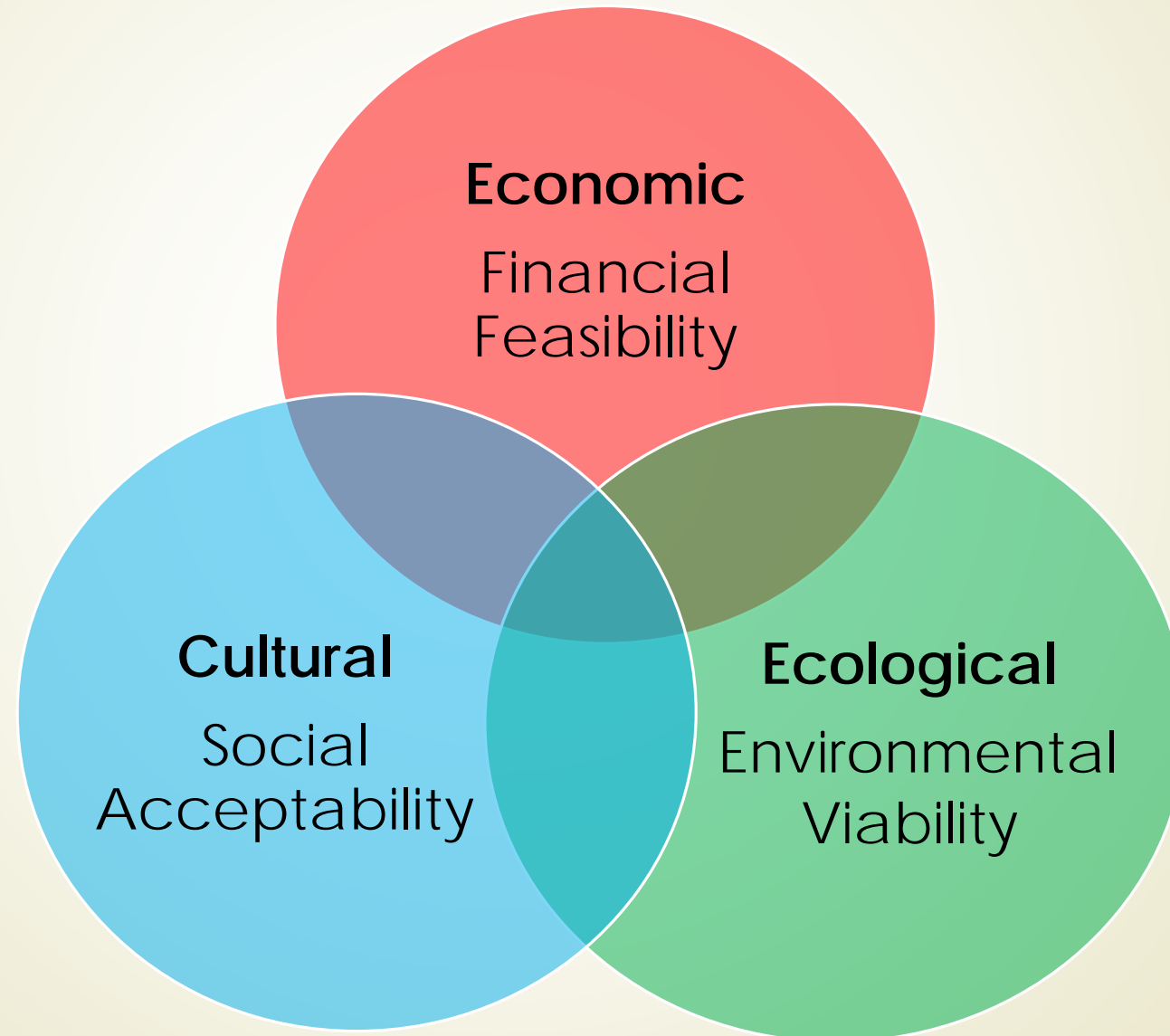
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Master of Coastal & Ocean Policy
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People Working for People

- ▶ Long-term community-based research
- ▶ Create partnership
- ▶ Collaborative problem solving
- ▶ Develop decision-making tool



Integrating Perspectives Into an Evaluative Framework





Integrated Goal

- ▶ Restoration and development of the local brownfield sites must provide a means of maintaining ecosystems services and generating economic growth for the Town of Navassa, while preserving Gullah Geechee heritage.

Economic Perspectives

Challenge:


The decline of industry and resulting brownfield contamination in Navassa poses a unique challenge to the town, their approach to managing future economic growth and development.



Former Superfund site in Clayton, New York
along edge of St. Lawrence River
Photo: 1000islandsharborhotel.com



Objectives

- Diversify the local economic base by attracting new retail stores, and manufacturing firms.
 - Encourage and facilitate the expansion of existing firms in the community.
 - Increase the number of locally owned stores and businesses in the community.
 - Optimize the amount of productive/usable acres available after Superfund clean-up and restoration.
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Criteria & Measurements

Criteria #1: Financial Feasibility


- Measurement #1: Median earnings per worker
- Measurement #2: Median household income
- Measurement #3: Unemployment rate
- Measurement #4: Median home values
- Measurement #5: Public revenues

Criteria #2: Social Acceptability


- Measurement #1: Percent of citizens who work/live in same city
- Measurement #2: Percent of locally owned businesses (self-employed)
- Measurement #3: Gini index of income inequality

Criteria #3: Environmental Viability

- Measurement #1: Rating (environmental) on firms that move to Navassa
- Measurement #2: Number of productive/usable acres after restoration



Recommended Opportunities for Evaluation

- ▶ Use existing land-use and zoning plan to direct future development
 - ▶ Navassa to purchase a portion of the site for recreational/environmental/cultural uses for the preservation of the land.
 - ▶ Utilize a mixed-use development strategy to optimize the amount of land that is allocated toward each type of development in (commercial, residential, recreation/environmental/cultural, and green space).
 - ▶ Bring in professional brownfield consultant to assess best use for the land.
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Use existing land-use and zoning plan to direct future development

Pros

- ▶ Plan was designed to foster economic growth
- ▶ Ease of implementation

Cons

- ▶ Need for more information and research to fully determine the economic impact of the current plan
- ▶ Current plan does not take into account specific needs or strategies specific to brownfield redevelopment



Town of Navassa to purchase and/or acquire a portion of the restored site

Pros

- ▶ A project by the Town of Navassa may jump start economic activity in the region
- ▶ Purchase/acquisition facilitates the implementation of cultural project

Cons

- ▶ Cost of implementation




Mixed-use development strategy

Pros

- Optimize the amount of land that is allocated toward each type of development
- May have the capacity to attract new retail and manufacturing firms.

Cons

- Potential challenges of implementation
- Development may not be optimal from an environmental point of view



Hire a professional brownfield consultant

Pros

- ▶ Provides an opportunity to better meet the objectives specific to issues of brownfield cleanup and redevelopment.

Cons

- ▶ Costly
- ▶ Time consuming process

Ecological Perspective

Challenge:

Environmental restoration of the Kerr-McGee site must provide a means of generating revenues for the town, while preserving the heritage of citizens.

Superfund Site



Brunswick River

Rice Fields

Aerial Picture of Superfund site
and Brunswick River
Photo: Genevieve Guerry



Ecological Objectives

- ▶ Restore function of wetlands.
 - ▶ Monitor water quality of Brunswick River, Sturgeon Creek, and adjacent wetlands.
 - ▶ Meet standards to restore designated uses of groundwater.
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Criteria & Measurements

- ▶ Criteria #1: Environmental Viability
 - ▶ Measurement #1: Environmental standards EPA monitoring
 - ▶ Measurement #2: Ecosystem services (wetland, species, habitat)
- ▶ Criteria # 2: Financial Feasibility
 - ▶ Measurement #1: Storm abatement/protection
 - ▶ Measurement #2: Enhance water quality filtration
 - ▶ Measurement #3: Determine existence/option value of species
- ▶ Criteria #3: Social Acceptability
 - ▶ Measurement #1: Public health-actual risk
 - ▶ Measurement #2: Perceived risk
 - ▶ Measurement #3: Education between citizens and stake holders



Recommended Opportunities for Evaluation

- ▶ Conserve the land as natural habitat
- ▶ Allow for private development with utilization of preferential permits and regulations to promote sound practices
- ▶ Development with environmental regulation including requiring LEED certified buildings
- ▶ Designate land for research and education through partnerships with local universities



Conserve Land as Natural Habitat

Pros

- Benefits to towns downstream
- Benefits to Navassa citizens through flood and erosion control
- Economic benefits through storm protection
 - Estimated \$5,000 to \$70,000 per acre

Cons

- Opportunity Costs
- Political Palatability



Private Development of Land

Pros

- ▶ Create Jobs-decreasing unemployment, improving median household income
- ▶ Increased income through taxes

Cons

- ▶ Further environment degradation
- ▶ Displacement of local residents by new development



Development with Environmental Consideration

Pros

- ▶ Create Jobs-decreasing unemployment, improving median household income
- ▶ Increased income through taxes
- ▶ Reduce use of water energy, green house emissions

Cons

- ▶ Could deter certain businesses
- ▶ Displacement of local residents by new development



Designate Land for Research/Education

Pros

- Enhance community partnerships in Navassa and surrounding areas
- State and federal funding for research
- Studies could mitigate public health

Cons

- Opportunity Costs

Cultural Perspective

Challenge:

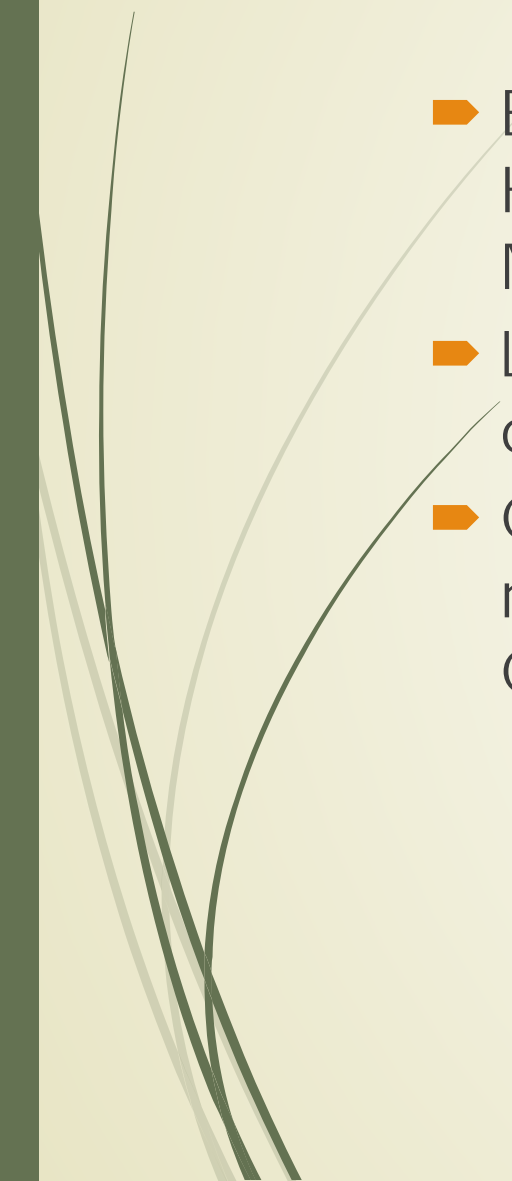
Due to the risk of losing the Gullah Geechee heritage in Navassa, preservation efforts are needed to ensure that citizens are informed of the contributions the culture has made to our society.



Gullah Geechee Nation International Music & Movement Festival from Gullah Geechee
Photo: Gullahgeecheenation.com



Cultural Objectives

- ▶ Establish relationships with Gullah Geechee Cultural Heritage Corridor stakeholders and Queen Quet Marquette L. Goodwine- the Gullah Geechee Queen.
 - ▶ Locate a site and secure additional funding for the construction costs of the Gullah Geechee Cultural area.
 - ▶ Connect regional efforts to encourage interest of those not directly involved with the Gullah Geechee Heritage Corridor.
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Criteria and Measurements

- ▶ Criteria #1: Social Acceptability
 - ▶ Measurement #1: Gauge responsiveness of Navassa community that identifies with Gullah Geechee heritage through surveys.
- ▶ Criteria #2: Financial Feasibility
 - ▶ Measurement #1: Revenue obtained from Gullah Geechee Cultural area use and cost to maintain.
 - ▶ Measurement #2: Survey the existence value of Gullah Geechee Culture among residents.
 - ▶ Measurement #3: Assess the value of grants and allocation to the town.
- ▶ Criteria #3: Environmental Viability
 - ▶ Measurement #1: The incorporation of rice field preservation and freshwater quality and supply into Cultural area to educate public about ecosystem services of Navassa.
 - ▶ Identify appropriate land use zoning for Cultural area.



Recommended Opportunities for Evaluation

- ▶ Create an outdoor recreational center complete with greenways and blue ways with cultural exhibits that showcase the Gullah Geechee culture while preserving the natural habitat and rice fields.
 - ▶ Build a Cultural Education Center to educate the public about the Gullah Geechee culture and to encourage heritage pride.
 - ▶ Build an outdoor amphitheater to encourage community recreation, cultural plays, festivals, and music that reflect the Gullah Geechee culture.
 - ▶ Delay the decision making process, but create a Gullah Geechee tour alternative around Navassa and the surrounding sights.
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Outdoor Recreational Center

Pros

- ▶ Engage community with those visiting via highway expansion.
- ▶ Incorporate cultural exhibits and rice fields into tours via both land and water (kayak).
- ▶ Encourage local outdoor activities, create jobs, and connect tours throughout Corridor.
- ▶ Increase tourism.

Cons

- ▶ Feasibility of kayak tours dependent upon development and land sustainability.
- ▶ Acquisition of revenue sources for all costs associated with building.
- ▶ Cost effectiveness of kayak retrieval upon tour completion.



Cultural Education Center

Pros

- ▶ Promote Gullah Geechee Heritage and educate public of culture's significance
- ▶ Ensure documentation and preservation of culture.
- ▶ Increase cultural and town identity.
- ▶ Generate revenue.
- ▶ More community involvement and increase tourism.

Cons

- ▶ Unknown percent of population identifying with culture.
- ▶ Uncertainties about revenues generated and acquisition of resources (grants).
- ▶ Costs associated with center including construction.
- ▶ Appropriate land use zoning for construction site.



Amphitheater

Pros

- ▶ Increase interest in culture bringing attention through diverse programming
- ▶ Bring in revenue and celebrate culture through educational performances
- ▶ Highlight Navassa waterways depending on location
- ▶ Create jobs

Cons

- ▶ Increase traffic and negatively effect ecosystem
- ▶ Require more police, fire departments, and emergency services
- ▶ Proximity to neighborhoods and noise pollution
- ▶ Diminishes focus on cultural education



Delay Decision and install town-based tour of Navassa

Pros


- Highlight historical Gullah Geechee landmarks and traditions
- Reserve resources and ensure informed decision making
- Strengthen relationships and garner additional support
- Promote town's cultural pride building stronger connect to culture.

Cons

- Increased disconnect between Gullah Geechee culture and current Navassans.
- Delay might lead to Lack of pride, or decrease efforts to preserve culture
- Funding and development of tour



Moving Forward

- ▶ Fine-tune Evaluative Framework
 - ▶ Identify opportunities
 - ▶ Analyze opportunities
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Fine-Tuning Evaluative Framework

- ▶ Rank Objectives
 - ▶ 1 = most important, 10 = least important
- ▶ Identify Missing Objectives