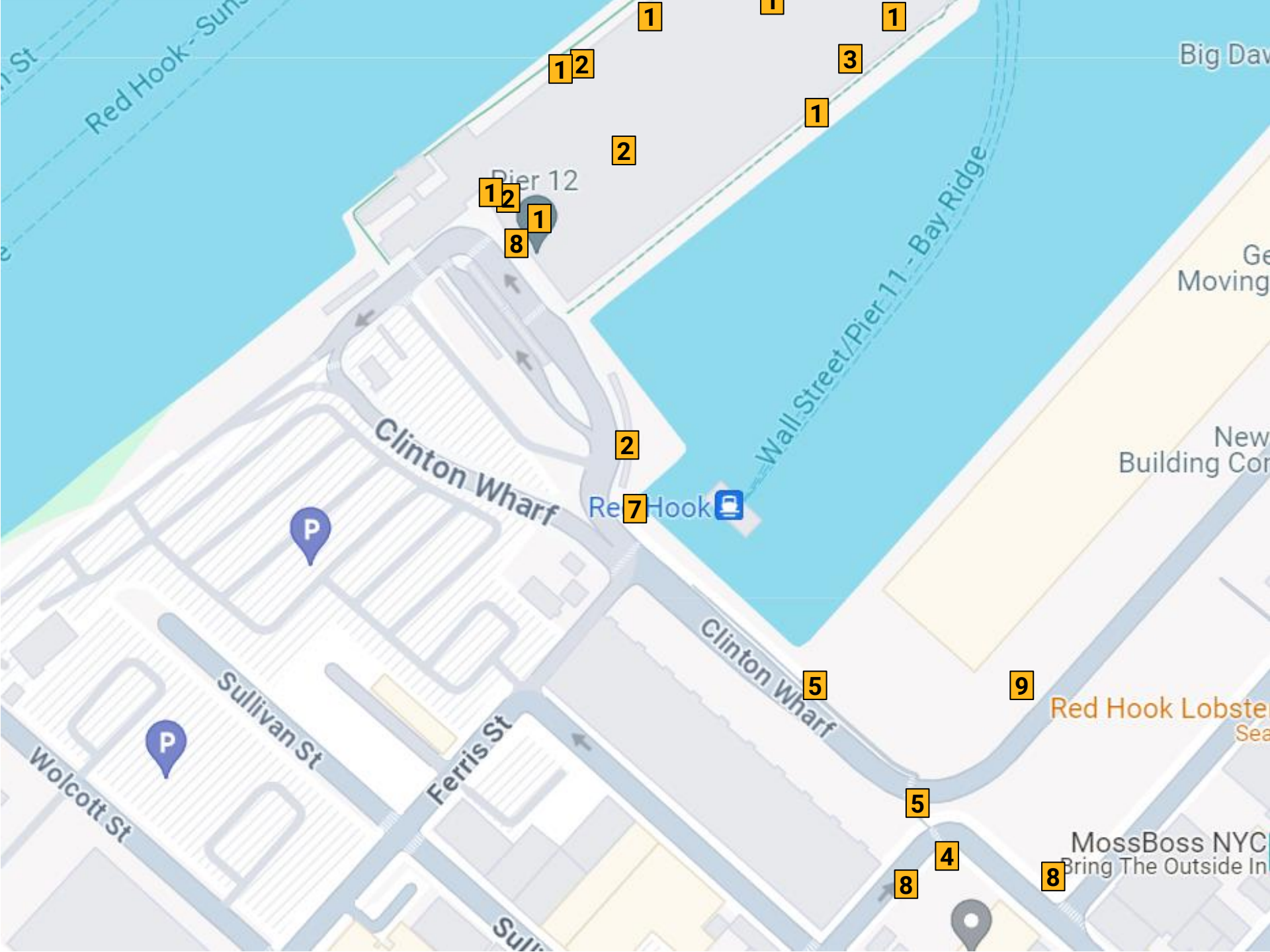


# Brooklyn Cruise Terminal Upgrade Proposal

March 2024

# Branding, Signage & Customer Resources

1. Remove outdated logos and replace outdated interior banners with new Cruise NYC branding and evergreen, neighborhood-forward banners/artwork
2. Use exterior fence banners, interior screens, and interior brochure racks to signal support for local businesses
3. Provide an interior branded kiosk for NYC Ferry ticket sales and information
4. Improve pedestrian entrance/exit experience at Pioneer & Conover
5. Improve branding and wayfinding from pedestrian entrance to both Brooklyn Cruise Terminal and Red Hook NYC Ferry Landing
6. Place Wi-Fi access signage onsite
7. With CityBridge, pursue on-property LinkNYC kiosk, in addition to two planned on-street units
8. With NYCDOT, pursue off-property WalkNYC kiosk
9. With Ports America, provide luggage storage that allow customers short-term bag check option when exploring the neighborhood



Red Hook - Sun

Big Dav

Pier 12

Wall Street/Pier 11 - Bay Ridge

Ge  
Moving

New  
Building Cor

Clinton Wharf

Red Hook

Clinton Wharf

Red Hook Lobster  
Sea

MossBoss NYC  
Bring The Outside In

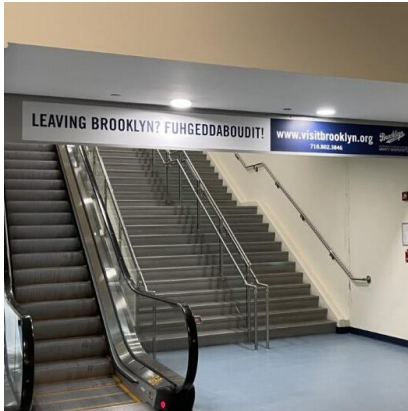
Wolcott St

Sullivan St

Ferris St

Sull

# 1) Remove Outdated Logos & Banners



# 1) Replace Outdated Logos & Banners



# 1) New Signage & Art Locations



Welcome to  
**Red Hook**  
Brooklyn • New York City

Walking Map

Area Map

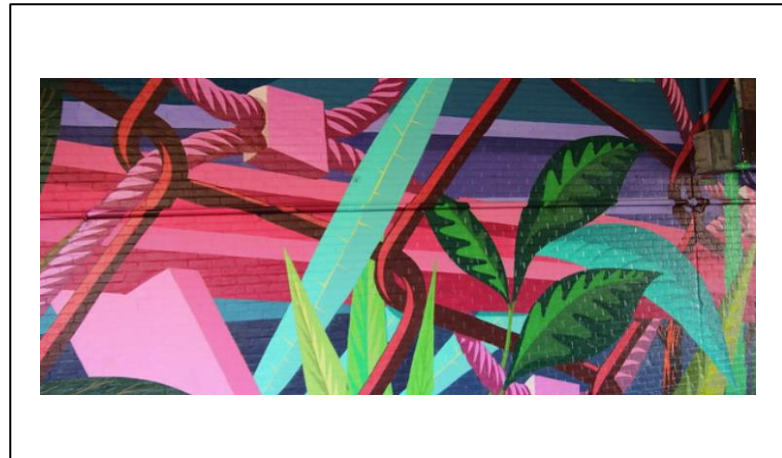
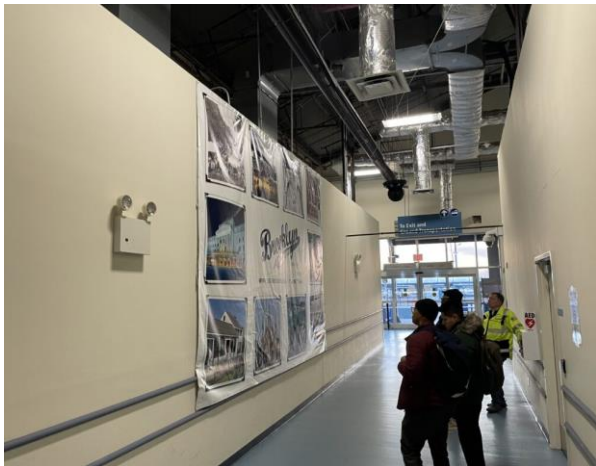


**CRUISE** NYC  
BROOKLYN  
CRUISE TERMINAL

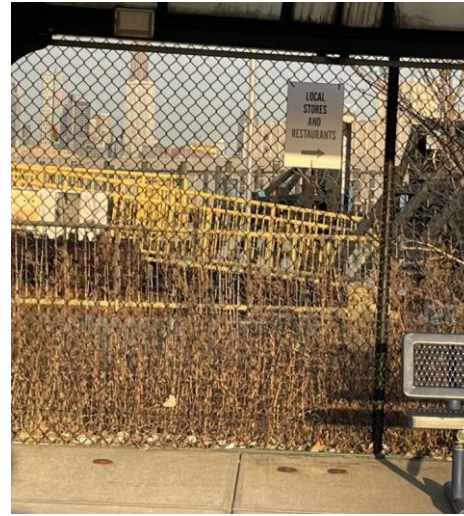
# 1) Mural Opportunities



- Commission a local artist
- Graphic design that merges natural (waterfront) with industrial (maritime) imagery



## 2) Business Promotion – Exterior Fence

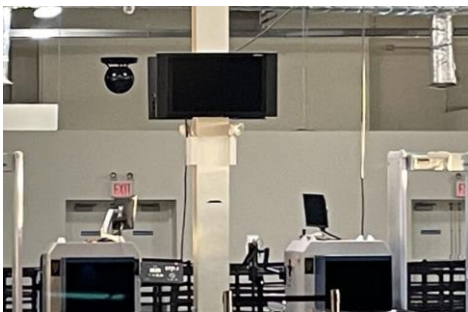


**Red Hook Business  
Alliance ad + QR code**

**EDC's "Global City.  
Local Treasures." ad  
+ QR code**



## 2) Business Promotion – Interior TV Screens



- Replacement of screens and information management system
- Screen rotation to include messaging from cruise lines, EDC, and Red Hook Business Alliance

## 2) Business Promotion – Interior Brochure Displays



- Literature provided by EDC, NYC Tourism & Convention, and Red Hook Business Alliance

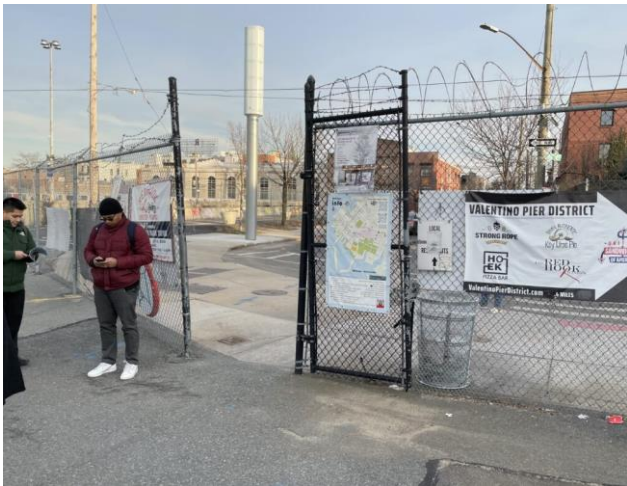


### 3) NYC Ferry Ticket Sales and Information

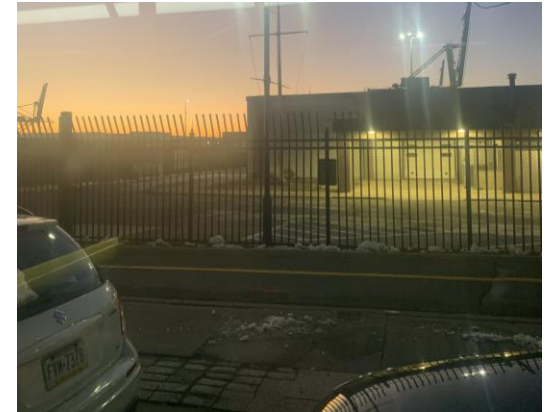


The NYC Ferry logo, which consists of a blue circle containing a white silhouette of a ferry, is positioned to the left of the text "NYC Ferry". Below this, the word "Tickets" is written in a large, bold, blue font, and the word "Information" is written in a smaller, bold, black font. A thin blue horizontal line is placed under "Tickets". The entire graphic is enclosed in a thin black rectangular border.

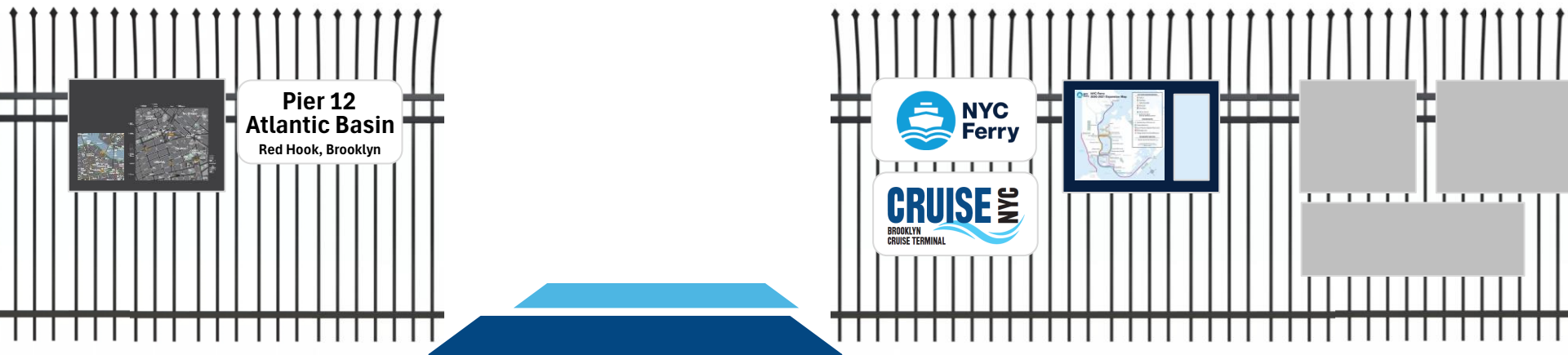
## 4) Pedestrian Entrance/Exit Experience



Example of PANYNJ fence north of BCT and similarly planned SBMT fence.



## 4) Pedestrian Entrance/Exit Experience



- Proper branded signage for both Cruise NYC and NYC Ferry
- Pedestrian wayfinding map
- NYC Ferry system map and schedule
- Neighborhood business and community organization signage zone

## 5) Pedestrian Wayfinding to BCT & NYCF



## 6) Wi-Fi Access Signage

- Providing Wi-Fi access is not just a customer amenity, but a way to link visitors to key information,
- Both Wi-Fi login screen and in-terminal Wi-Fi signage can drive attention to priorities, such as:
  - MTA and NYC Ferry mass transit options
  - Local businesses information

### **Wi-Fi Access**

**Connect to:  
Cruise NYC Brooklyn**

**Free access is provided in terminal for information on mass transit and local businesses & organizations.**



## 7. LinkNYC Kiosks

- LinkNYC kiosks are managed by CityBridge.
- LinkNYC kiosks are scheduled for installation in May at Red Hook locations:
  - Pioneer & Conover, Beard & Richards, Beard & Dwight
  - Six additional sites are proposed
- EDC will request additional terminal placement on property
- EDC will request ad placement on applicable LinkNYC kiosks and provide creative content to run on these screens to promote NYC Ferry, Cruise NYC and local businesses.





## 8. WalkNYC Wayfinding Kiosk

- EDC will request updated WalkNYC wayfinding signs from NYCDOT to install on property – at current building entrance and pedestrian entrance
- EDC will request a WalkNYC wayfinding totem be installed outside of the terminal property at Pioneer and Conover Streets



## 9. Bag Check Options

- EDC exploring opportunities for locker options and luggage storage for passengers to be able to explore Red Hook

