

Francesca Camillo  
Columbia University  
Community Partner Planning Fellow  
Bronx Community Board 10

Slide 1 /// Opening

Slide 2 /// **Mission Statement:** The core focus of this project is finding ways to maintain—if not improve—the quality of life of district residents. My interest is in incrementally helping the community adapt to their streets being at or over capacity by encouraging and facility placemaking and repatterning.

Slide 3 /// **Spatiality of Developments:** For the purposes of this project, I'll only focus on the Throgs Neck Shopping Center and Whitestone Multiplex development, but will refer to the others throughout this presentation. It's important to note that these developments span only approximately 5 miles, which is significant.

Slide 4 /// **CB 10 Overview:** These are the top 5 land uses from the district profile from the DCP website.

Slide 5 /// **Land Use Close-up:** Looking more closely at the land use along that particular portion of the I-95 corridor, land uses are primarily productive—more so economically than literally, since the zoning is primarily non-residential (commercial/office, industrial, etc)—save for the small pocket of residences between the Throgs Neck Shopping Center and the IBZ at the end of Brush Avenue.

Slide 6 /// **Community Composition:** This is to illustrate the diverse collection of people that comprise the district, from the DCP website.

Slide 7 /// **Community Data:** These figures impelled me to look at the DOT “High Pedestrian Crash Locations” report that was published in the summer of 2011. The prevalence of students and elderly residence, and their proximity to the Throgs Neck Shopping Center and the eventual development at the Whitestone Multiplex should be of concern. None of the intersections on the report are in the CB 10 district, and it should stay that way. The Lafayette Ave/Brush Ave intersection is a bit precarious now, and could become more so with a significant increase in vehicular traffic.

Slide 8 /// **State of CB 10 Health:** Asthma is a problem. I don't have specific data to very increased particulate matter in the air, but because this area is at the confluence of 3 major roadways, it's worthwhile to consider the possibility that the air quality could stand to be improved. If anything, landscaping and greening the area would provide multiple layers of benefit.

Slide 9 /// **Site Zoning:** The site of the Throgs Neck Shopping Center has been zoned M1-2, which allows for a max FAR of 2 and requires parking. This zoning usually allows for light industrial uses and storage facilities, but most retail uses are permitted. Also within this zoning, the building cannot penetrate the sky exposure plane, which is 30' above the street line.

Slide 10 /// **Shopping Center detail:** Rendering of the Target and a list of the players on the supply side.

Slides 11 & 12 /// Pictures

Francesca Camillo  
Columbia University  
Community Partner Planning Fellow  
Bronx Community Board 10

Slides 13, 14, & 15 /// **Impact:** Pictures of small residential pocket that will be affected, and of the IBZ at The end of the block. It's not a traditional residential landscape, and should be considered through each step of the development of the Throgs Neck Shopping Center. There's an acknowledgement of a shared roadway, but the aesthetic and tactile environs do not allow for such, really. There are better ways to honor a shared roadway, or to make the neighborhood more of a "Complete Streets" area.

Slides 16 & 17 /// **Project Proximity:** These are attempts to illustrate the proximity of different community facilities to the Throgs Neck Shopping Center development, to show how much people in the immediate community will be affected with the increase in traffic. There needs to be a mechanism to both allow people in the neighborhood to go about their days, that also allows shoppers to efficiently get in and out of the shopping center.

Slides 18, 19, & 20 /// **Recommendation: Possible Slip lanes**—A slip lane could be added to St. Joseph's way to efficiently get people from the Shopping Center to the highway system. This could be a minimally invasive construction project, and could cost anywhere from \$50,000 to \$200,000, according to AASHTO.

Slide 21, 22, & 23 /// **Recommendation: Possible Dedicated lane**— A dedicated lane could be added from the ring road to the Whitestone Bridge. The road will have to be worked on anyway, because of the renovation of Ferry Point Park and the incoming golf course. After meeting with MTA Bridges and Tunnels (MTA B&T) representatives, the issue of jurisdictional boundaries becomes an issue (dedicated lane on the Whitestone Bridge is the jurisdiction of one entity, and the lane's extension onto the highway is NYS DOT). MTA B&T was amenable to installing signage on the bridge so that drivers could be more careful and aware of where their exit is. Because people operate on Primacy and Recency Effect, it's suggested that signs are installed in the beginning of the bridge, middle, and end.

Slides 24, 25, & 26 /// Pictures of the expanse of the Whitestone Multiplex.

Slide 27 /// Pictures of Bruckner Blvd and Brush Avenue during Thursday a.m. peak.

Slide 28 /// According to the Habib Traffic Plan/Study, the intersection of Bruckner Boulevard and Brush Avenue is often operating at or over capacity, as are these feeder roads in general. The firm's answer is to accommodate increased vehicular traffic by expanding the roadway(s). The suggestion is to increase capacity on Brush Ave by widening it 6' (3' on each side) and doubling the northbound (left turn) lane from Brush Avenue onto Bruckner Boulevard. The southbound lane would remain untouched. He also suggests a slip-on ramp from Bruckner Blvd to I-95 and holistically adjusting the width of Bruckner.

It is the sentiment of this research that augmenting the infrastructure is not necessarily the most efficient way to accommodate the increased vehicular traffic that will be traversing

Francesca Camillo  
Columbia University  
Community Partner Planning Fellow  
Bronx Community Board 10

Brush Avenue, from the Hutchinson Parkway, or to the development that will eventually manifest at the Whitestone Multiplex.

Slides 29 & 30 /// **Transit Model: IKEA**—Looking to IKEA in Red Hook, Brooklyn as a viable transit model. The developer/IKEA provides a free shuttle bus and water taxi for shoppers. The MTA provides 2 busses that also stop at the IKEA. This is both important as a gesture from the city/transportation agency as well as for the incoming entities to show that they both want to work with and have respect for the local residents.

Slides 31 /// **Median**

Slides 32 & 33 /// **Reimagining the Median: Allen Street Mall**— Reimagine the median along Bruckner Blvd and Brush Ave as a walkable, pedestrian and bike friendly respite along a more pedestrian-friendly experience between the Throgs Neck Shopping Center and the development at the Whitestone Multiplex. The Allen Street Mall is a viable model. Located in lower Manhattan near the Williamsburg Bridge, it's heavily trafficked by pedestrians and bicycle riders and is flanked by multiple lanes of traffic. It began as a project between an artist and a landscape architect.

Slide 34 /// **Mitigation Measures:** Adding neckdowns, decreasing lane widths, and changing signal timing helped in Red Hook in the study that Sam Schwartz did one year after IKEA opened.

Slide 35 /// It creates opportunities for Greenstreets and innovative landscaping.

Slides 36 & 37 /// **Programmable areas** allow for people to have different experiences. Different options allow for different contexts and different experiences. People want to feel safe, and they want to feel like the city cares about them.

Slide 38 /// Encouraging cycling and separating the bikeways from the pedways is a gesture on the city/DOT's part that is valuable to people.

Slide 39 /// Fin

Slide 40/// References