

# SEWARD PARK

## PLANNING PROCESS

*Urban Design Framework*

March 30, 2011



# INTRODUCTION

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Develop an initial framework for urban design based on:

- Community's process to date
- Urban design principles
- Unique site characteristics

# AGENDA

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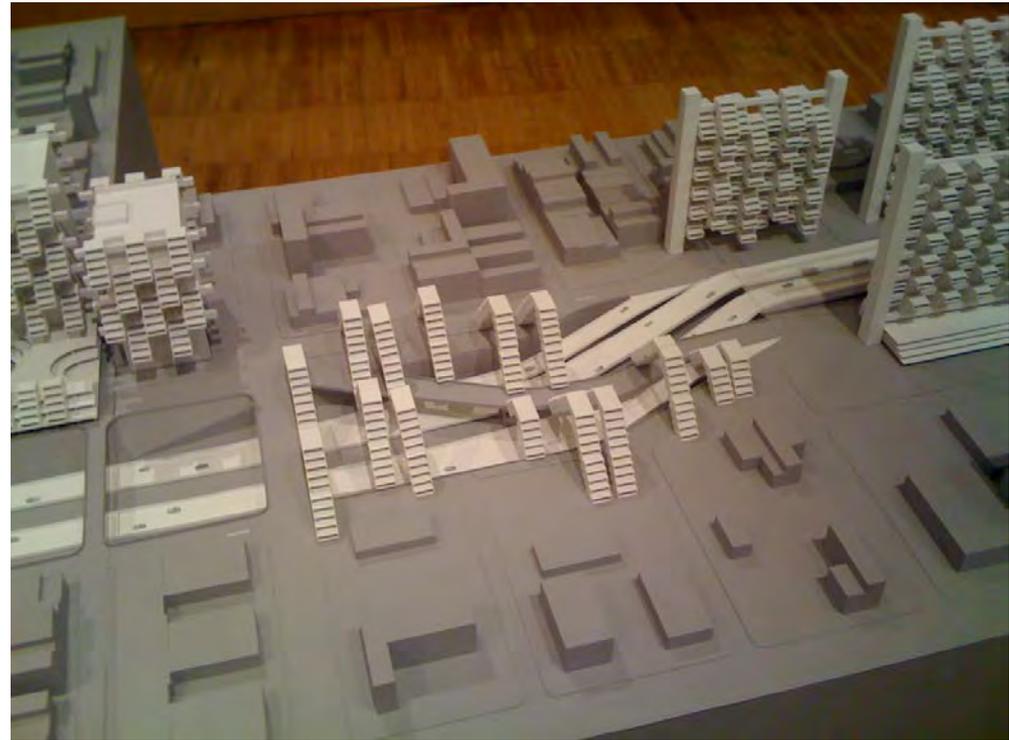
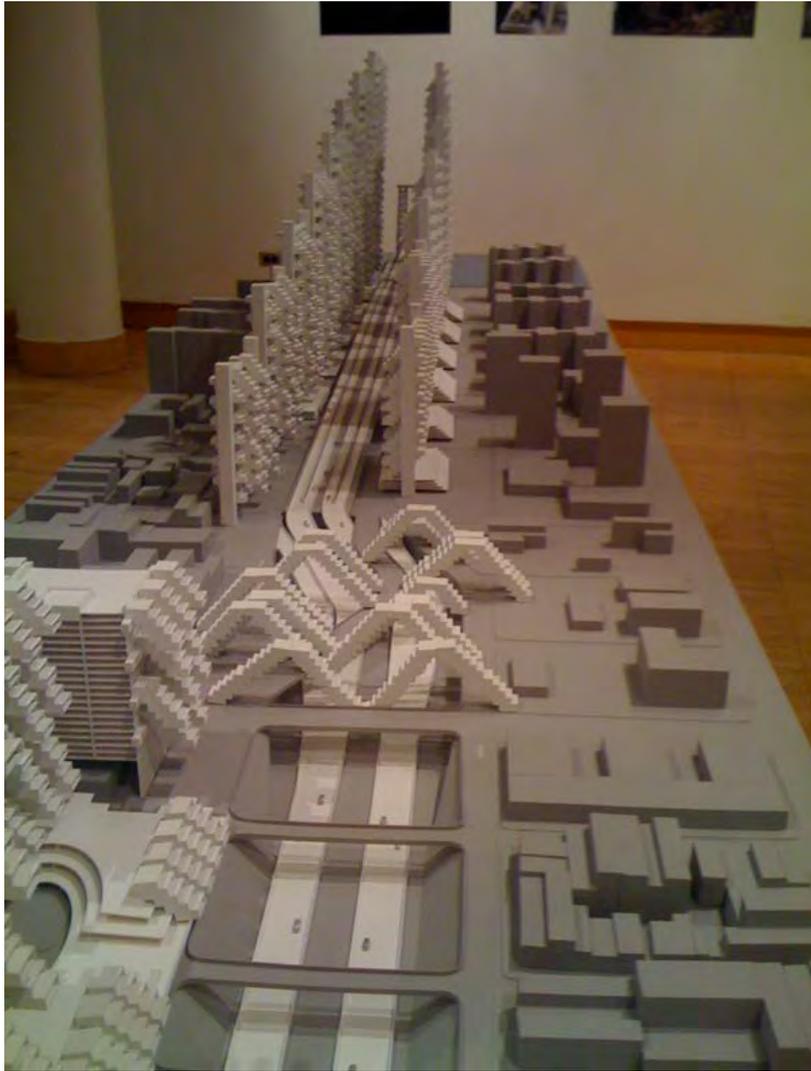
- **Summary - February's meeting**
- **March meeting – Three Themes**
  - **Street and Pedestrian Network**
  - **Open Space**
  - **Building Massing and Height**

# DELANCEY STREET — 1919



*New York Then and Now*

# DELANCEY STREET — LOWER MANHATTAN EXPRESSWAY PROPOSAL, 1960'S

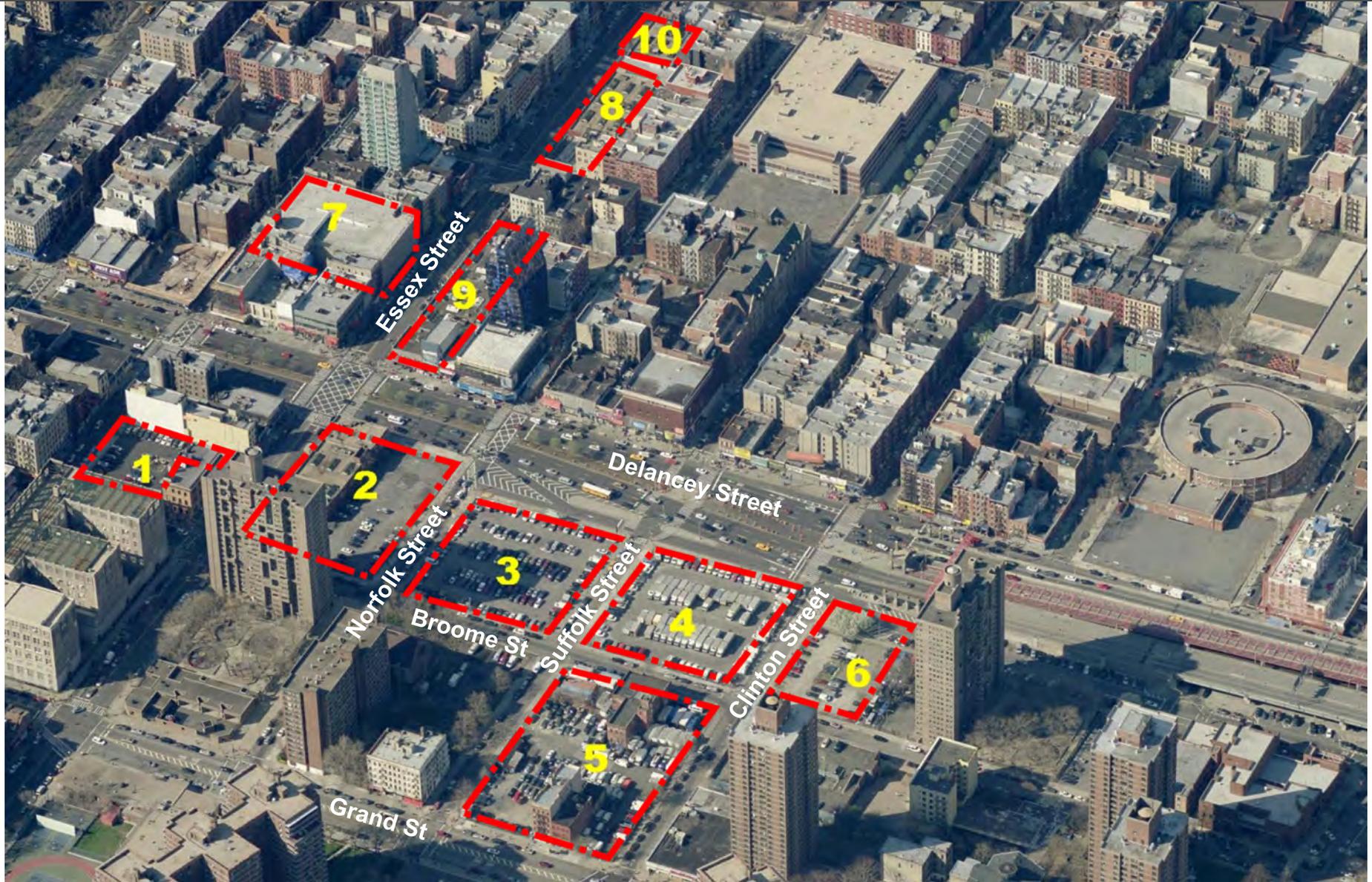


Paul Rudolph Architect

# SEWARD PARK SITE – CROSSROAD



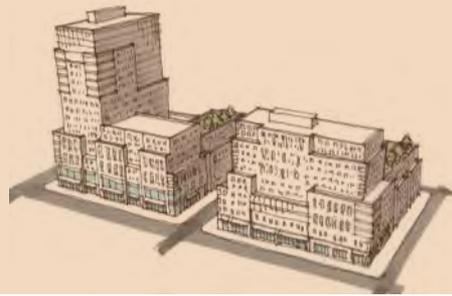
# SEWARD PARK SITES



## CONNECTIONS



## DENSITY & FORM



## HUMAN SCALE & STREETScape



## IDENTITY & PROGRAM



- Site Development to respond to street scale
- Reconnect the grid
- Restore pedestrian connections
- Frame view corridors
- Weave together the urban fabric

- Employ the same density as in the neighborhood
- Combine best aspects of neighborhood building forms
- Provide streetwalls to create a pedestrian environment
- Use variation of height to maximize light and air

- Create a human scale and neighborhood character
- Mixed-use buildings above street-oriented retail
- Maximize ground floor activity
- Create new streetscapes with strong pedestrian realm

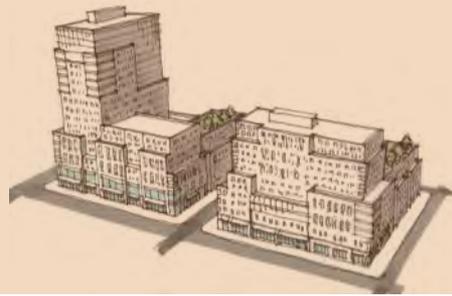
- Provide flexible layouts for non-residential uses
- Locate non-retail commercial uses to maximize transit access and visibility (Site 2)
- Locate tallest elements at gateways
- Relate a variety of retail types to street scale

# URBAN DESIGN STEPS SUMMARY

## CONNECTIONS



## DENSITY & FORM



## HUMAN SCALE & STREETSCAPE



## IDENTITY & PROGRAM



- **Urban Fabric and Village Fabric**
- **Pedestrian safety at Delancey Street**
- **Traffic shortcuts to and from the bridge**

- **Balancing building form and height with open space, light and air (Lego Model)**

- **Balancing pedestrians and cars on side streets (Orchard Street example)**
- **Study future design of each street**

- **Restore vibrancy of Delancey Street Retail**

# TOPICS RAISED IN THE LAST DISCUSSION

# URBAN DESIGN THEMES

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**Themes to explore in our meeting today:**

**Theme 1** – Street & Pedestrian Network

**Theme 2** – Open Space

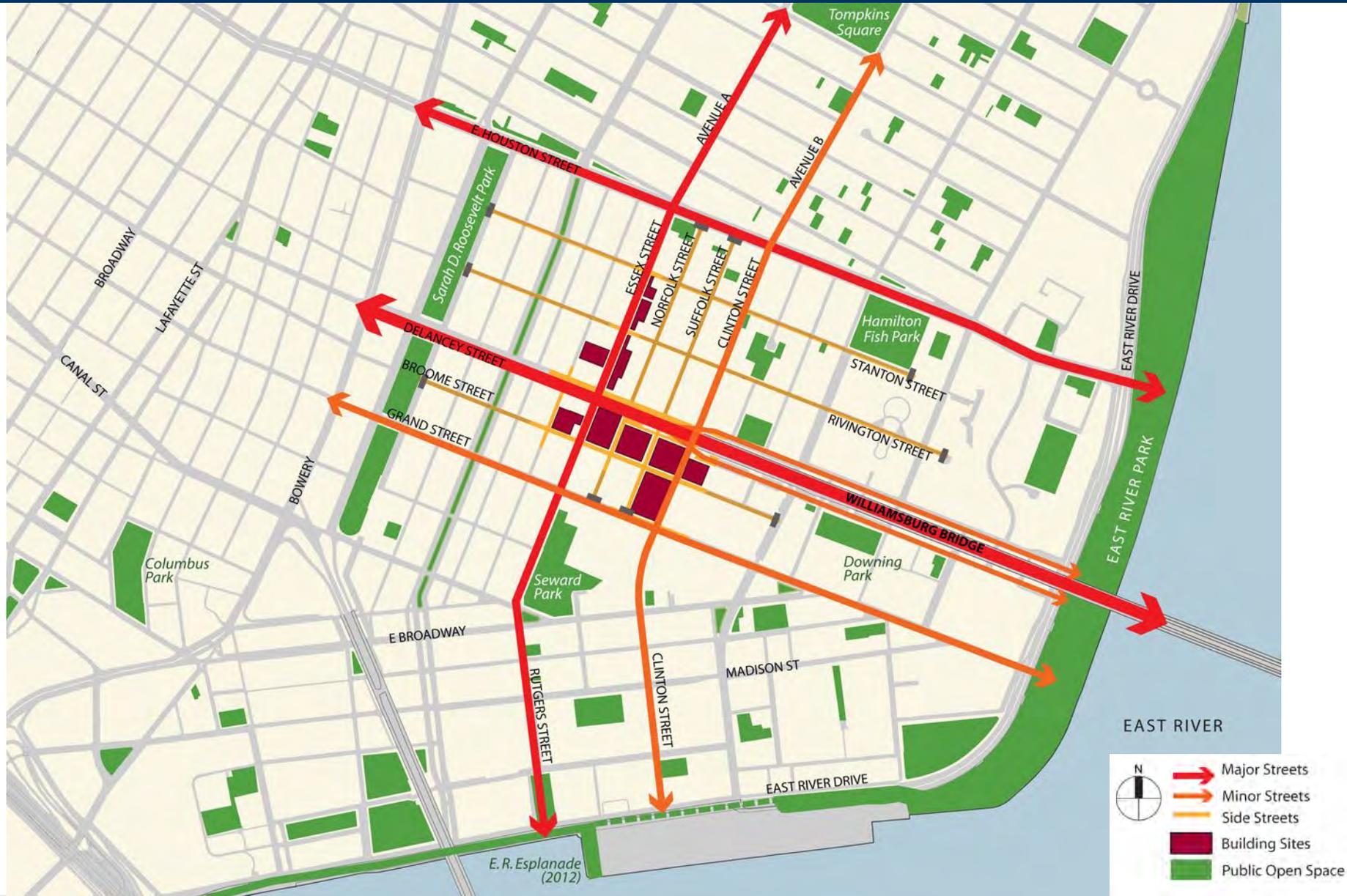
**Theme 3** – Building Massing & Height

Theme 1

# STREET & PEDESTRIAN NETWORK

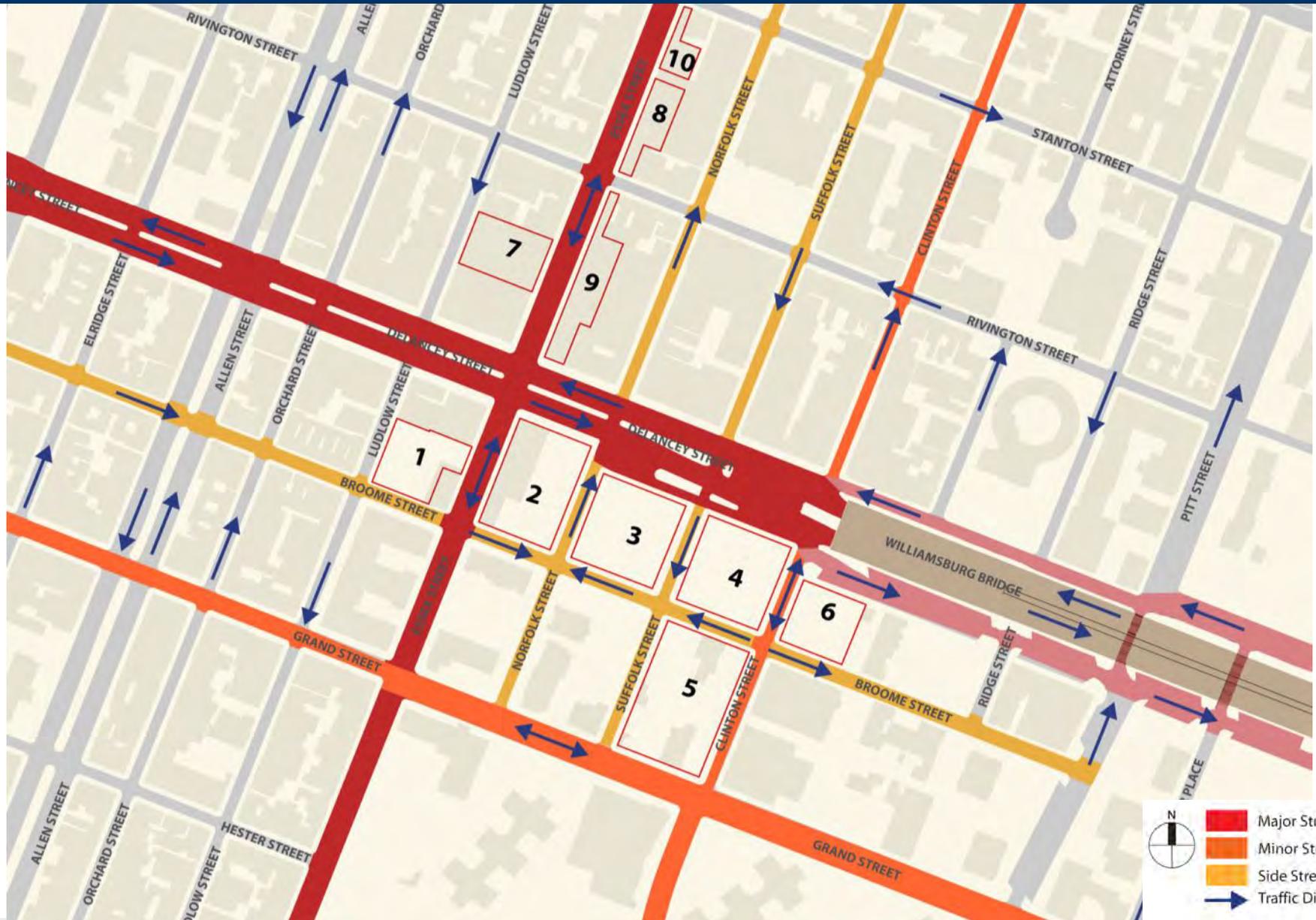
# STREET TYPES

## THEME 1 STREET & PEDESTRIAN NETWORK



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## THEME 1 STREET & PEDESTRIAN NETWORK



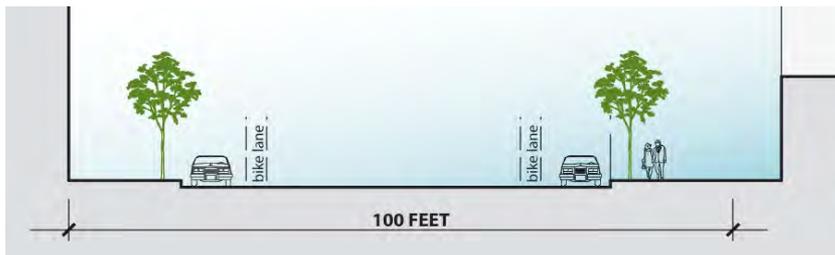
**NORFOLK, SUFOLK,  
CLINTON STREET  
48 - 53 FEET**



**BROOME STREET  
60 FEET**



**ESSEX STREET  
80 FEET**

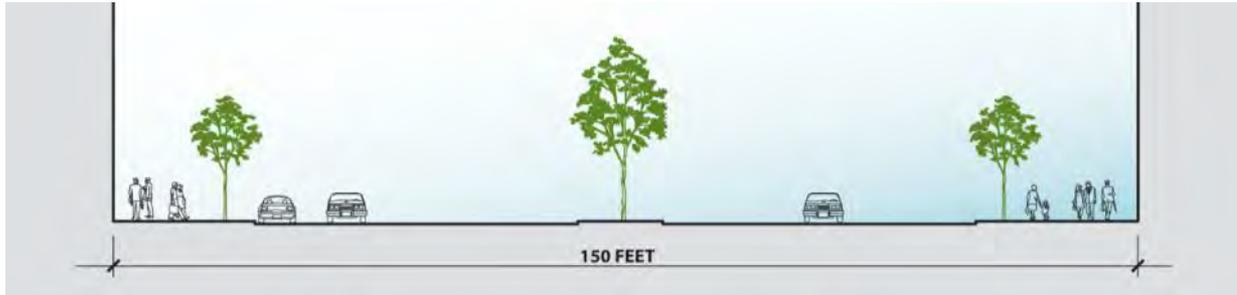


**GRAND STREET  
100 FEET**



# STREET TYPES

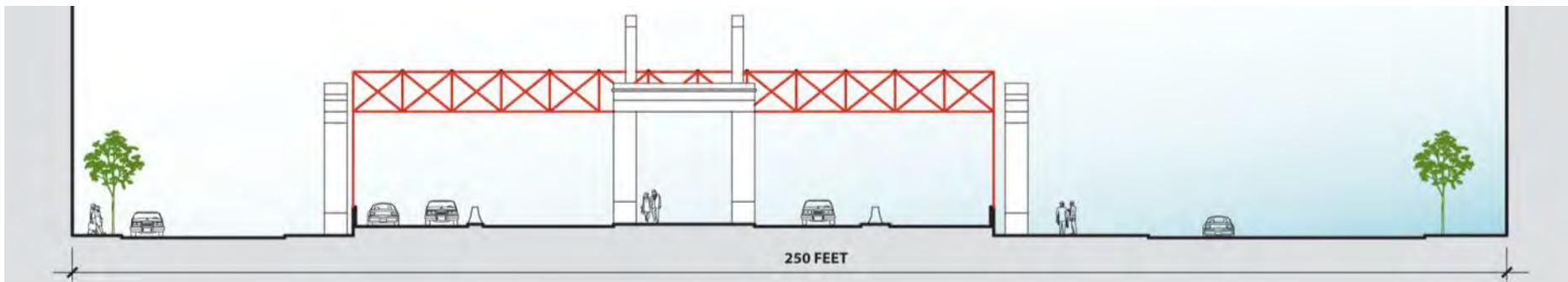
## THEME 1 STREET & PEDESTRIAN NETWORK



**DELANCEY STREET 150 FEET at site 2**



**DELANCEY STREET 200 FEET at site 3 and 4**



**DELANCEY STREET 250 FEET at site 6**

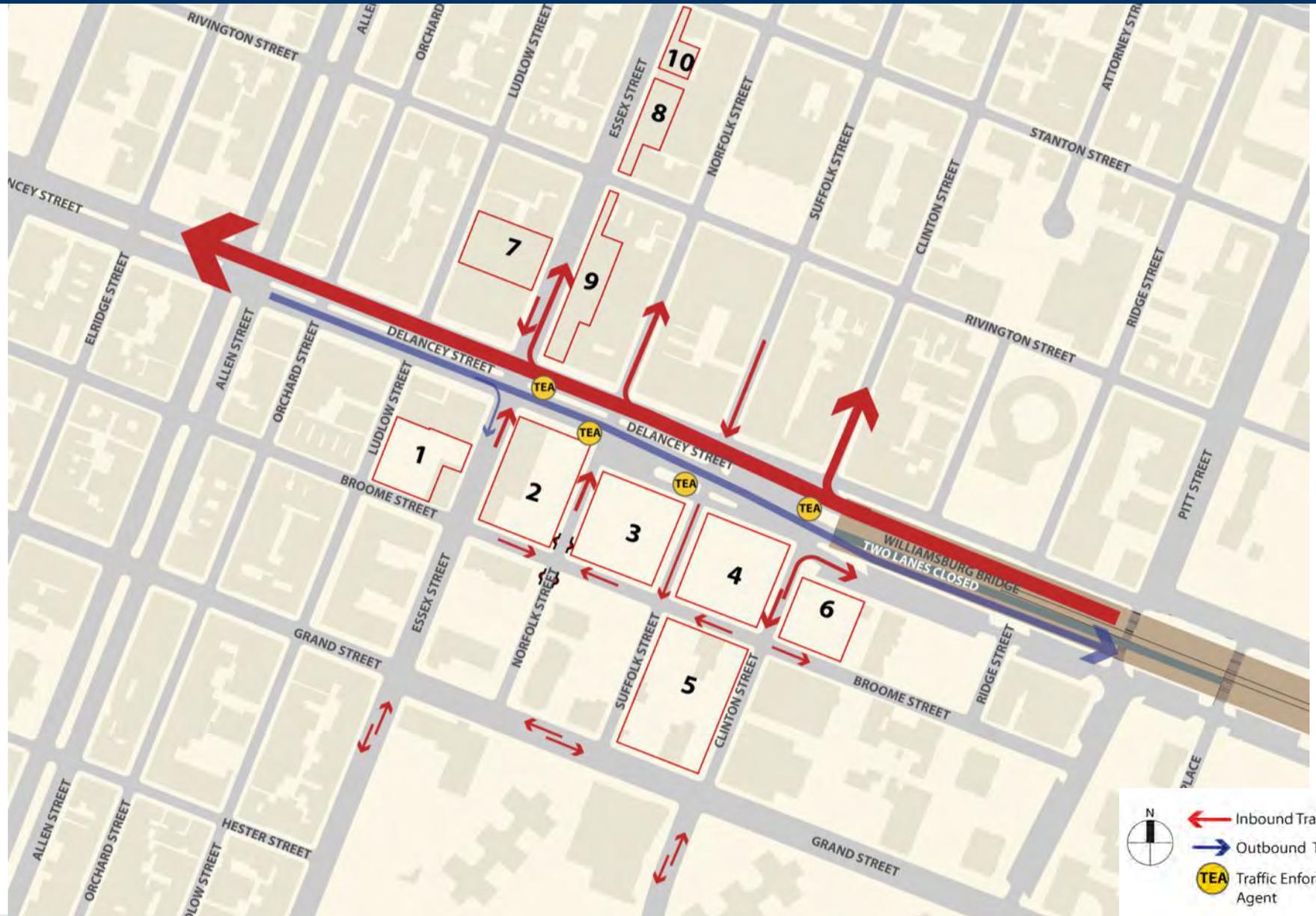
# STREET TYPES

## THEME 1 STREET & PEDESTRIAN NETWORK



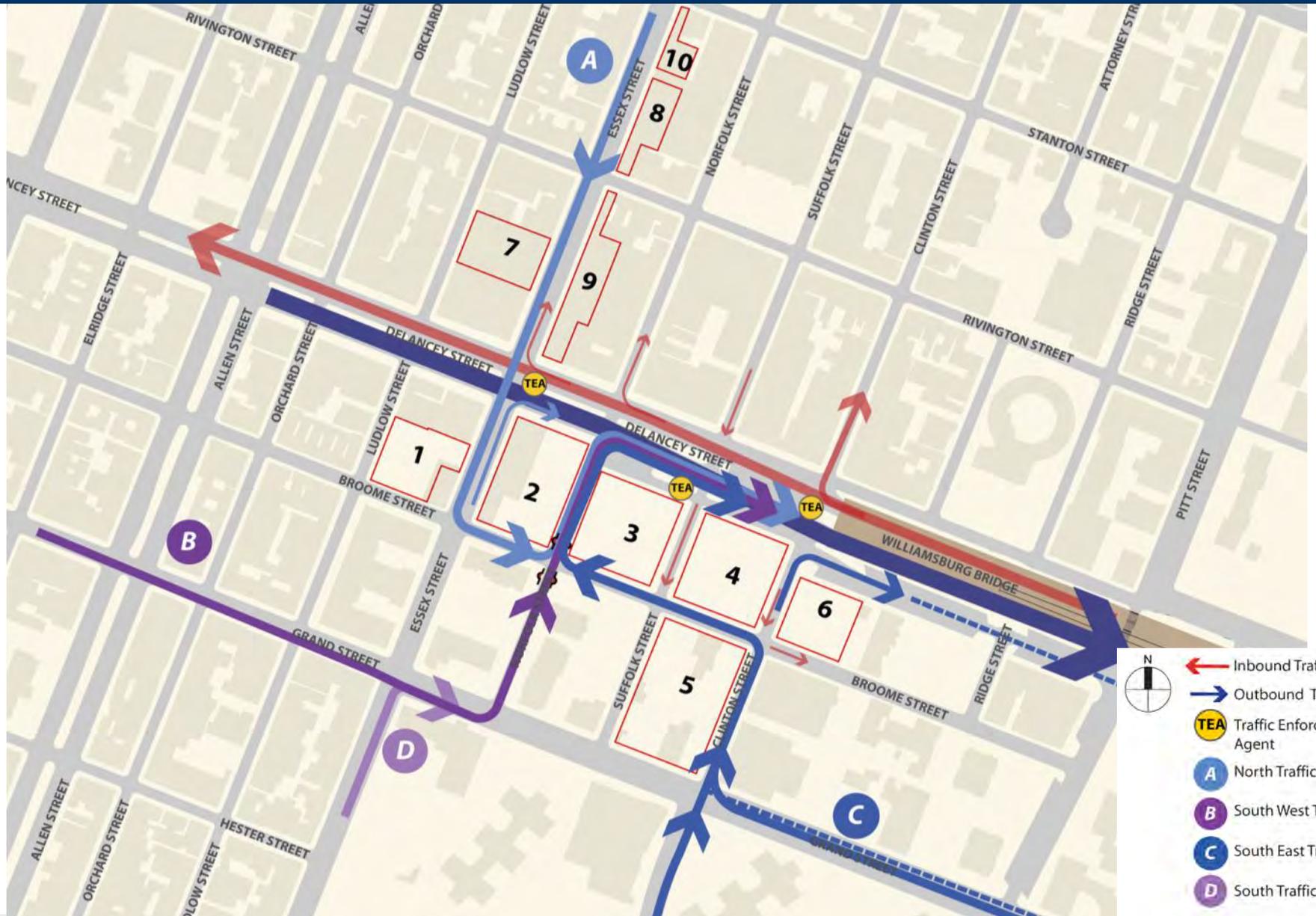
# AM TRAFFIC PATTERN OBSERVATIONS

## THEME 1 STREET & PEDESTRIAN NETWORK



# PM TRAFFIC PATTERN OBSERVATIONS

## THEME 1 STREET & PEDESTRIAN NETWORK



# VEHICULAR PATTERN OBSERVATIONS

## THEME 1 STREET & PEDESTRIAN NETWORK



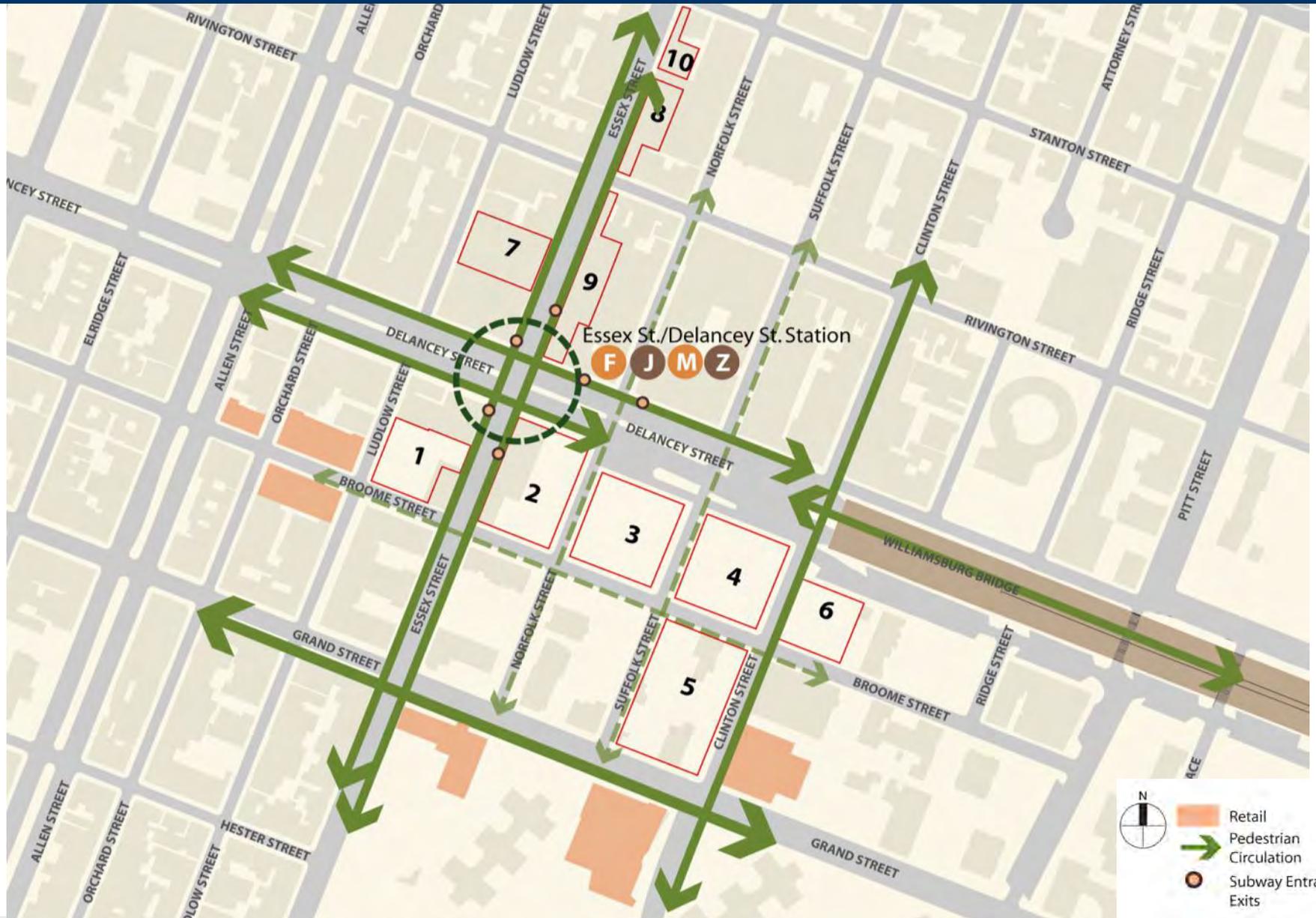
**NORFOLK STREET AND BROOME STREET**



**DELANCEY STREET AND NORFOLK STREET**

# PEDESTRIAN PATTERN OBSERVATIONS

## THEME 1 STREET & PEDESTRIAN NETWORK



# PEDESTRIAN PATTERN OBSERVATIONS

## THEME 1 STREET & PEDESTRIAN NETWORK



**ESSEX STREET AND DELANCEY STREET**



**CLINTON STREET AND DELACEY STREET**

# SUMMARY

- Maintain the **neighborhood street grid** in the public realm
- Provide **access** and retail visibility, but address the challenge of through traffic
- Balance vehicular access with **pedestrian activity**

Theme 2

# OPEN SPACE

# CURRENT OPEN SPACE RESOURCES

## THEME 2 OPEN SPACE



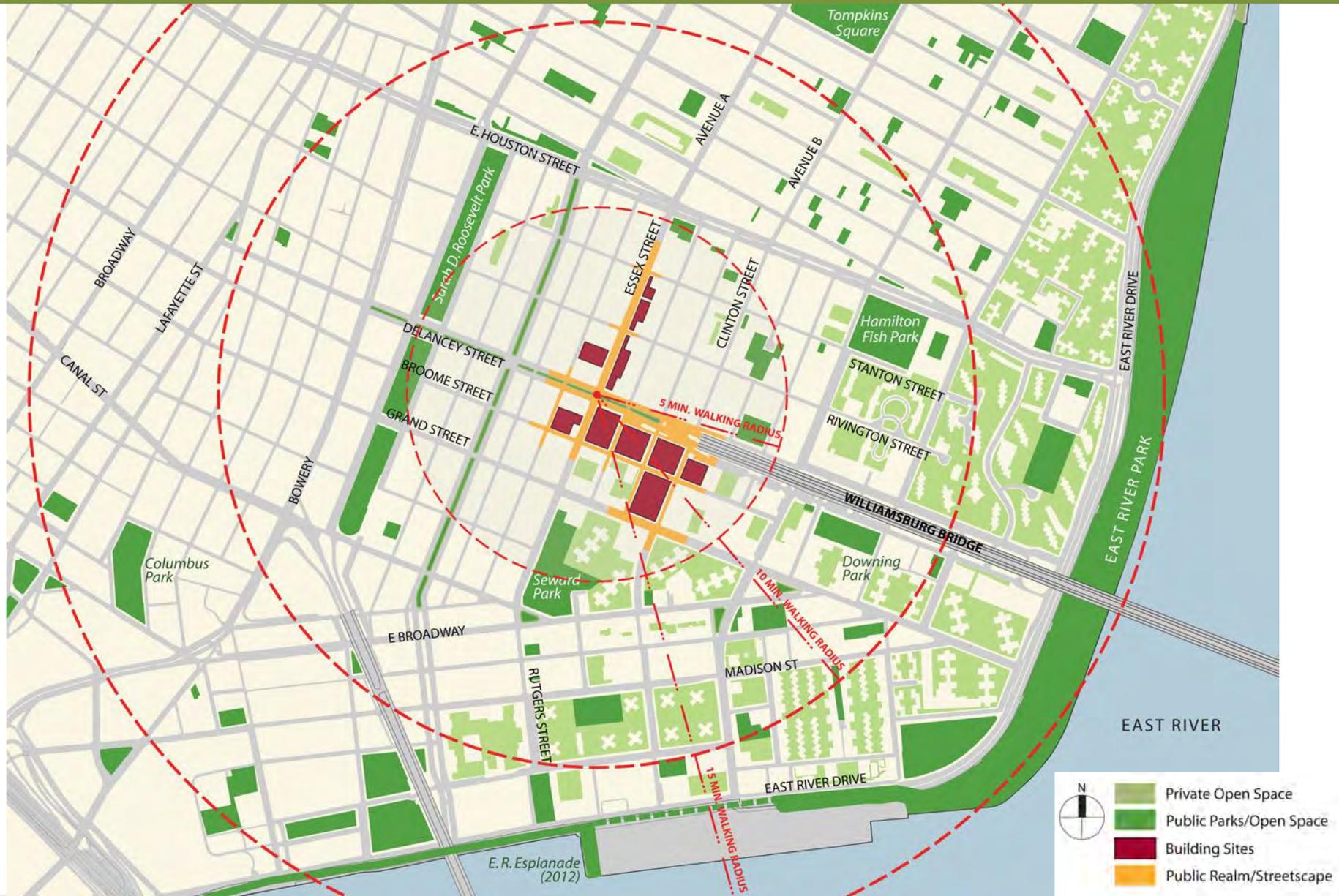
# CURRENT OPEN SPACE RESOURCES

## THEME 2 OPEN SPACE



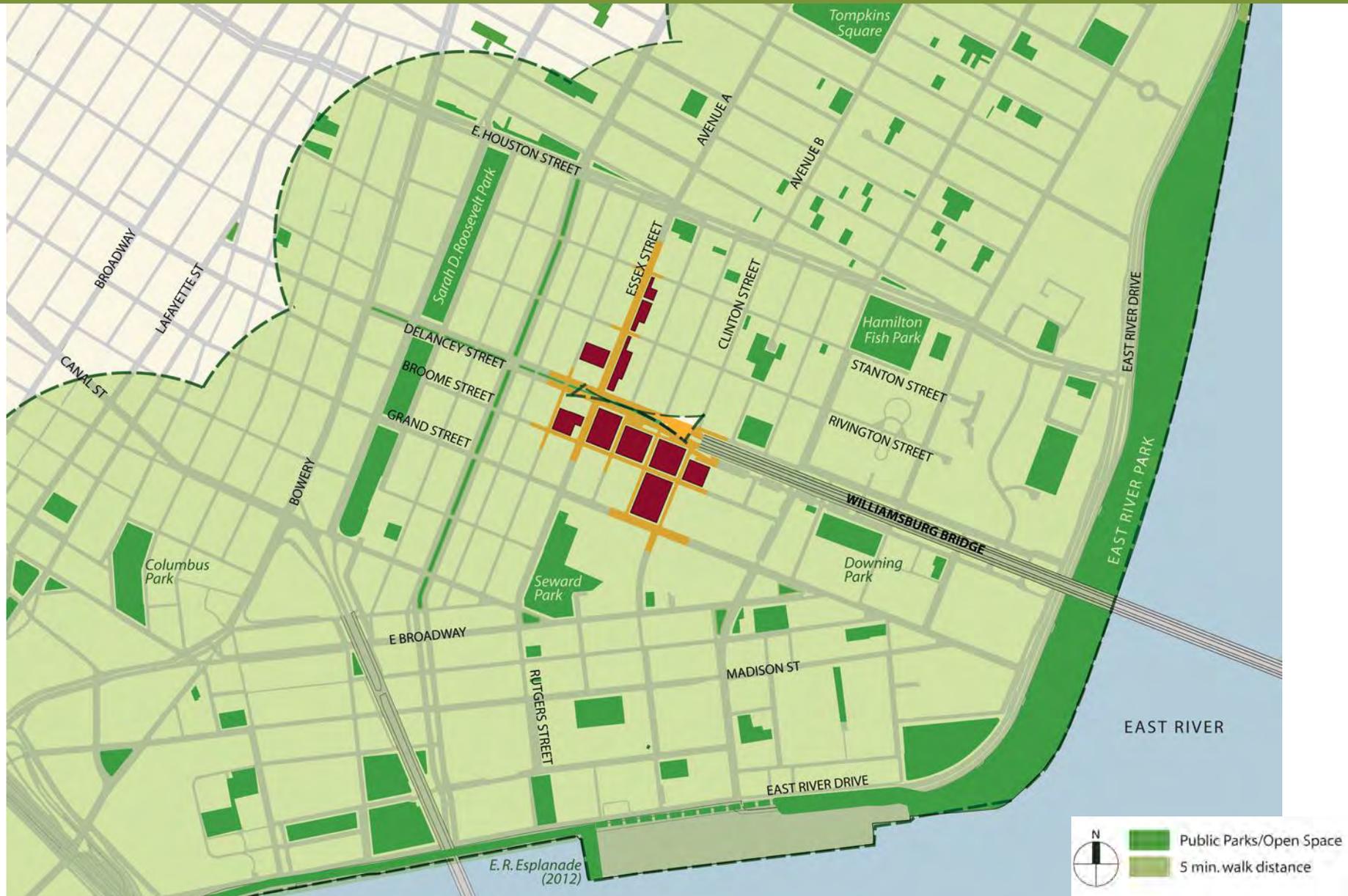
# CURRENT OPEN SPACE RESOURCES

## THEME 2 OPEN SPACE



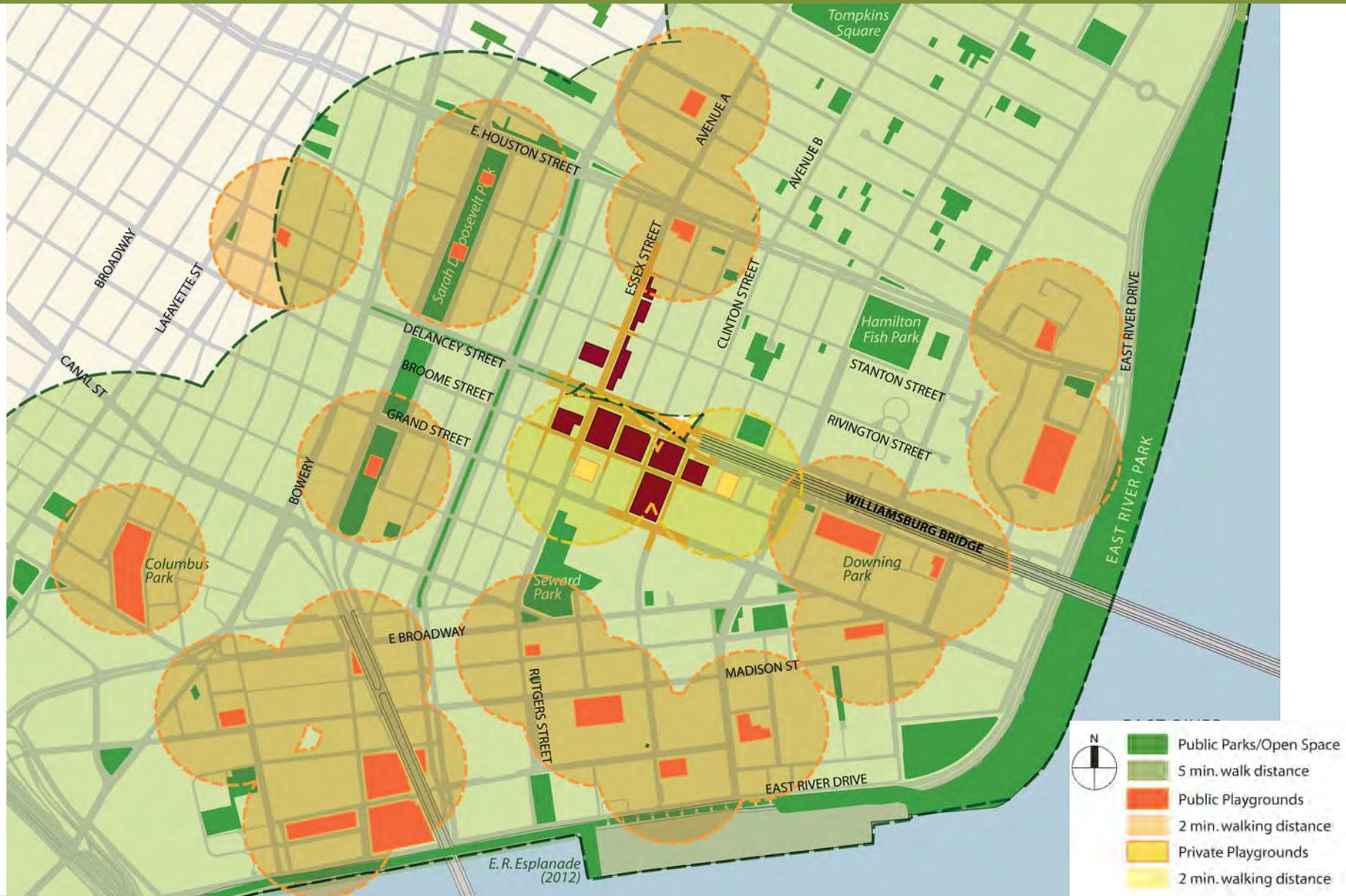
# CURRENT OPEN SPACE RESOURCES

## THEME 2 OPEN SPACE



# CURRENT OPEN SPACE RESOURCES

## THEME 2 OPEN SPACE



# OPEN SPACE OPPORTUNITY

## THEME 2 OPEN SPACE



- COBBLE HILL PARK, BROOKLYN



# OPEN SPACE PRECEDENT

## THEME 2 OPEN SPACE

- **ABC PLAYGROUND,  
MANHATTAN**



- **BURLING SLIP (IMAGINATION) PLAYGROUND,  
MANHATTAN**



## OPEN SPACE PRECEDENT

- PALEY PLAZA, MANHATTAN



## THEME 2 OPEN SPACE

- FATHER DEMO SQUARE, MANHATTAN



# OPEN SPACE OPPORTUNITY

## THEME 2 OPEN SPACE



# SUMMARY

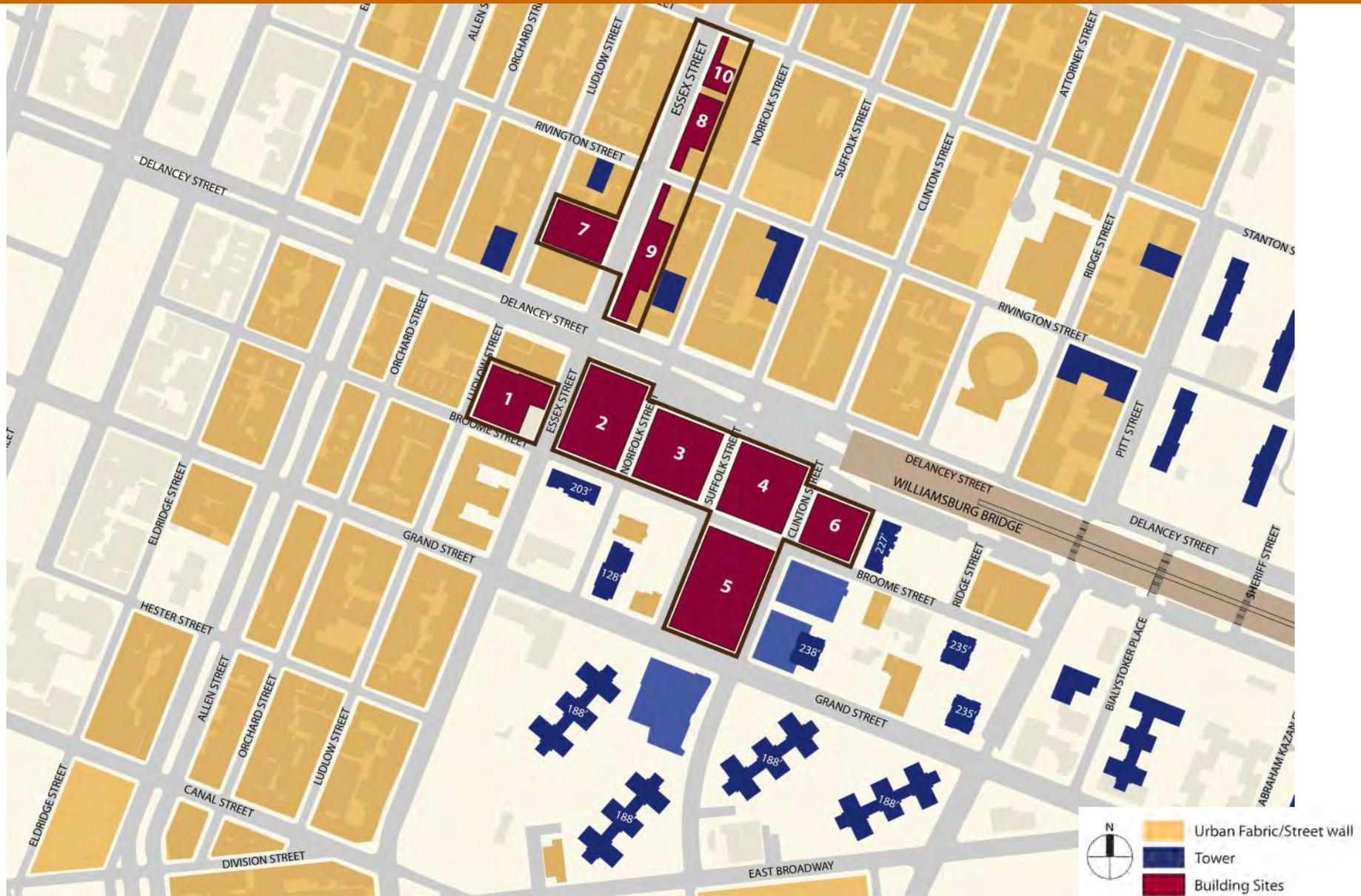
- Understand **existing open space resources** in the area
- Consider **open space opportunities** on the site
- **Balance open space** with building massing and program
- Refine **open space options** such as playgrounds, plazas, etc.

Theme 3

# BUILDING MASSING & HEIGHT

# HYBRID APPROACH: LEARNING FROM THE CONTEXT

## THEME 3 BUILDING MASSING & HEIGHT



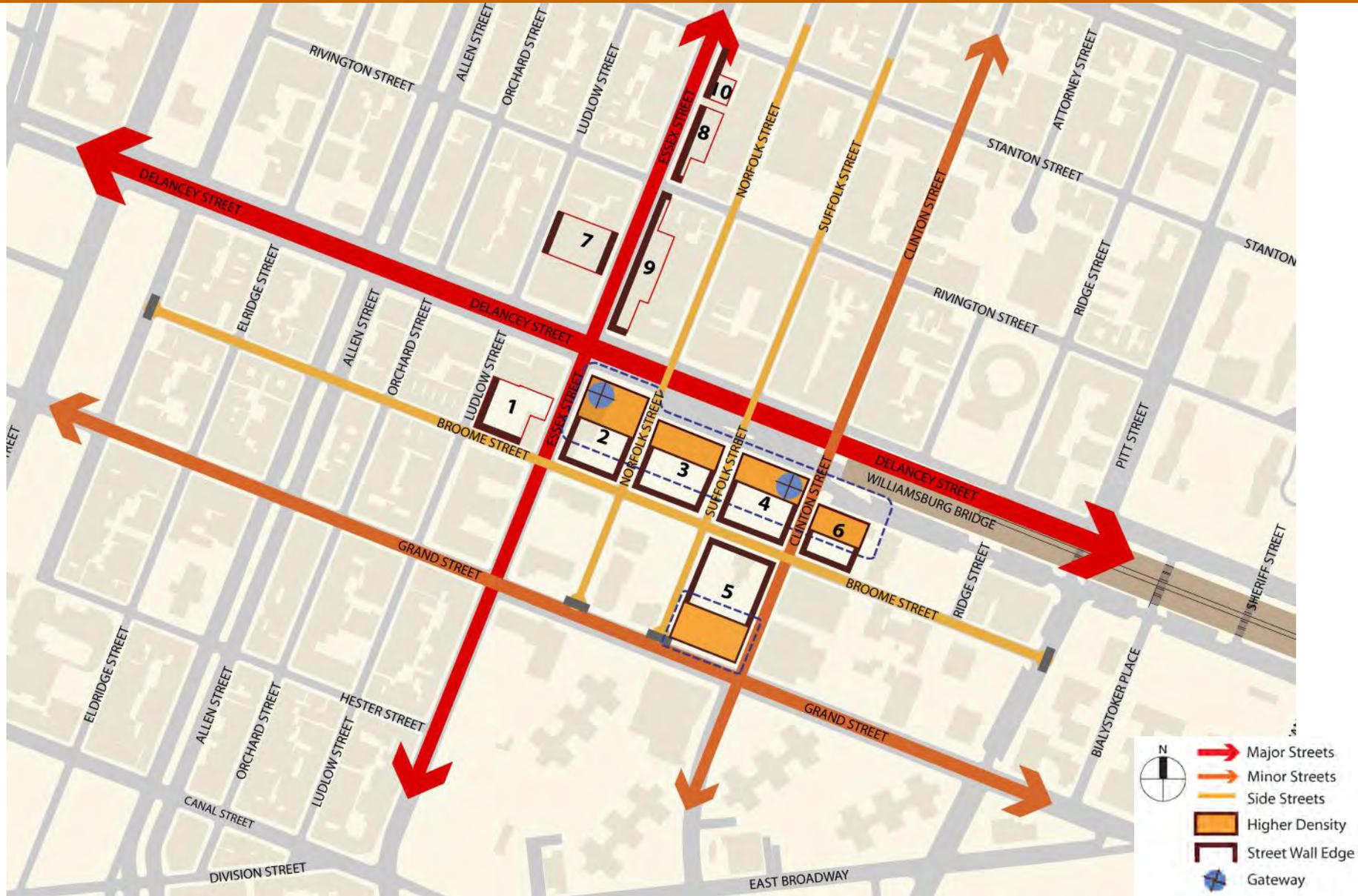
# HYBRID APPROACH: LEARNING FROM THE CONTEXT

## THEME 3 BUILDING MASSING & HEIGHT



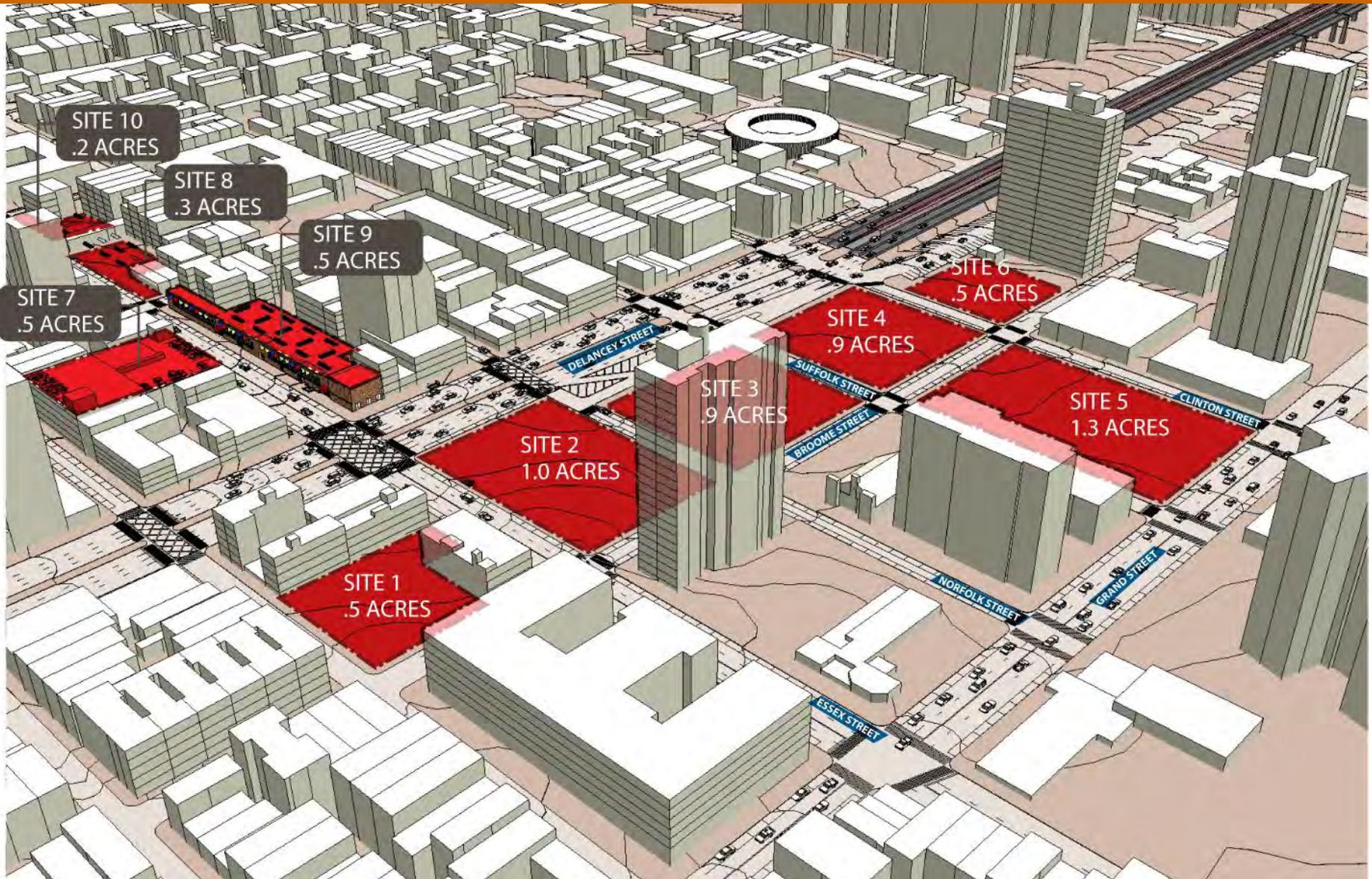
# BUILDING FORM AND STREET SCALE

## THEME 3 BUILDING MASSING & HEIGHT



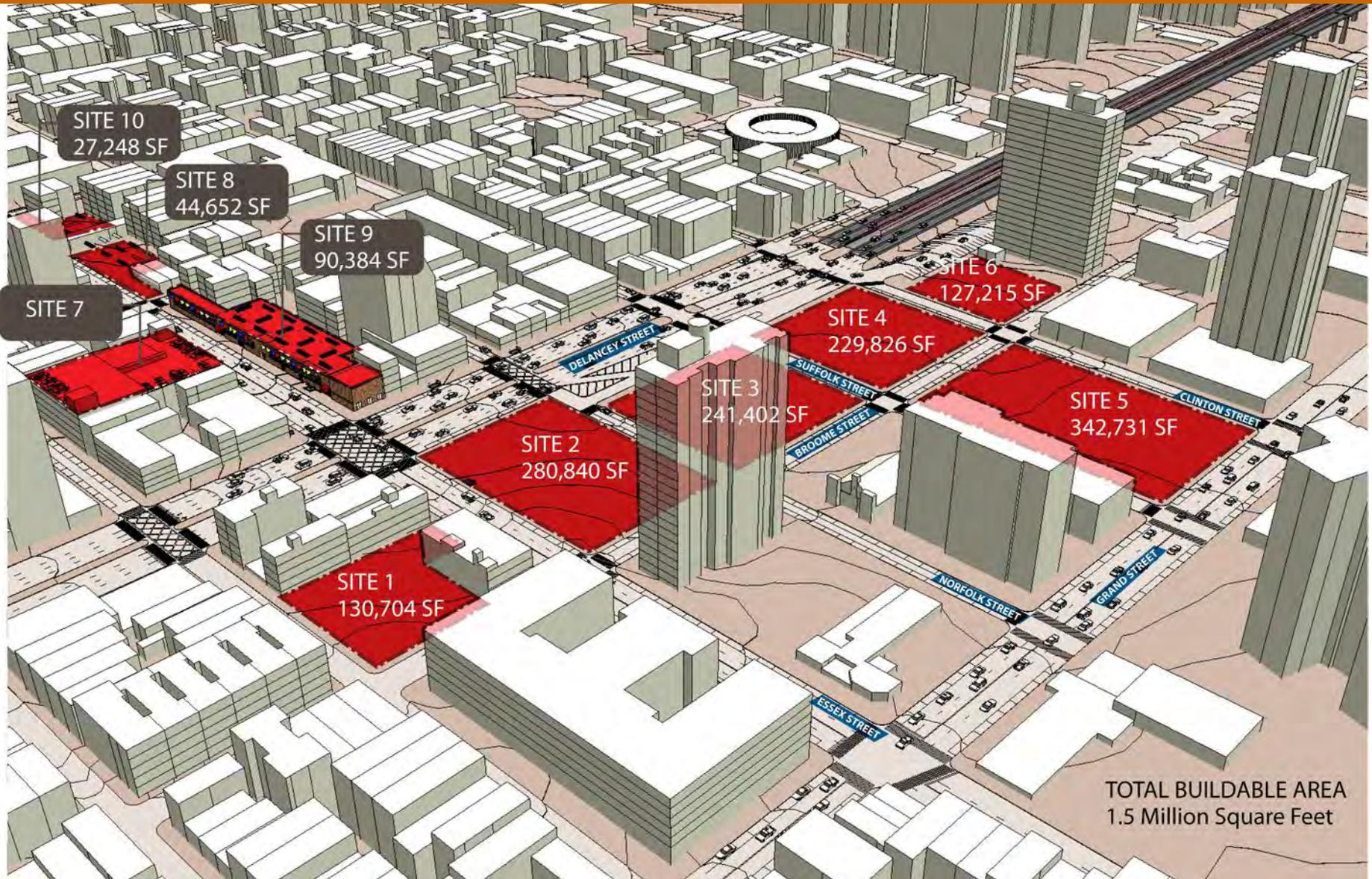
**POTENTIAL DEVELOPMENT:  
APPROXIMATELY 1.5 MILLION SQUARE FEET**

**THEME 3  
BUILDING MASSING & HEIGHT**



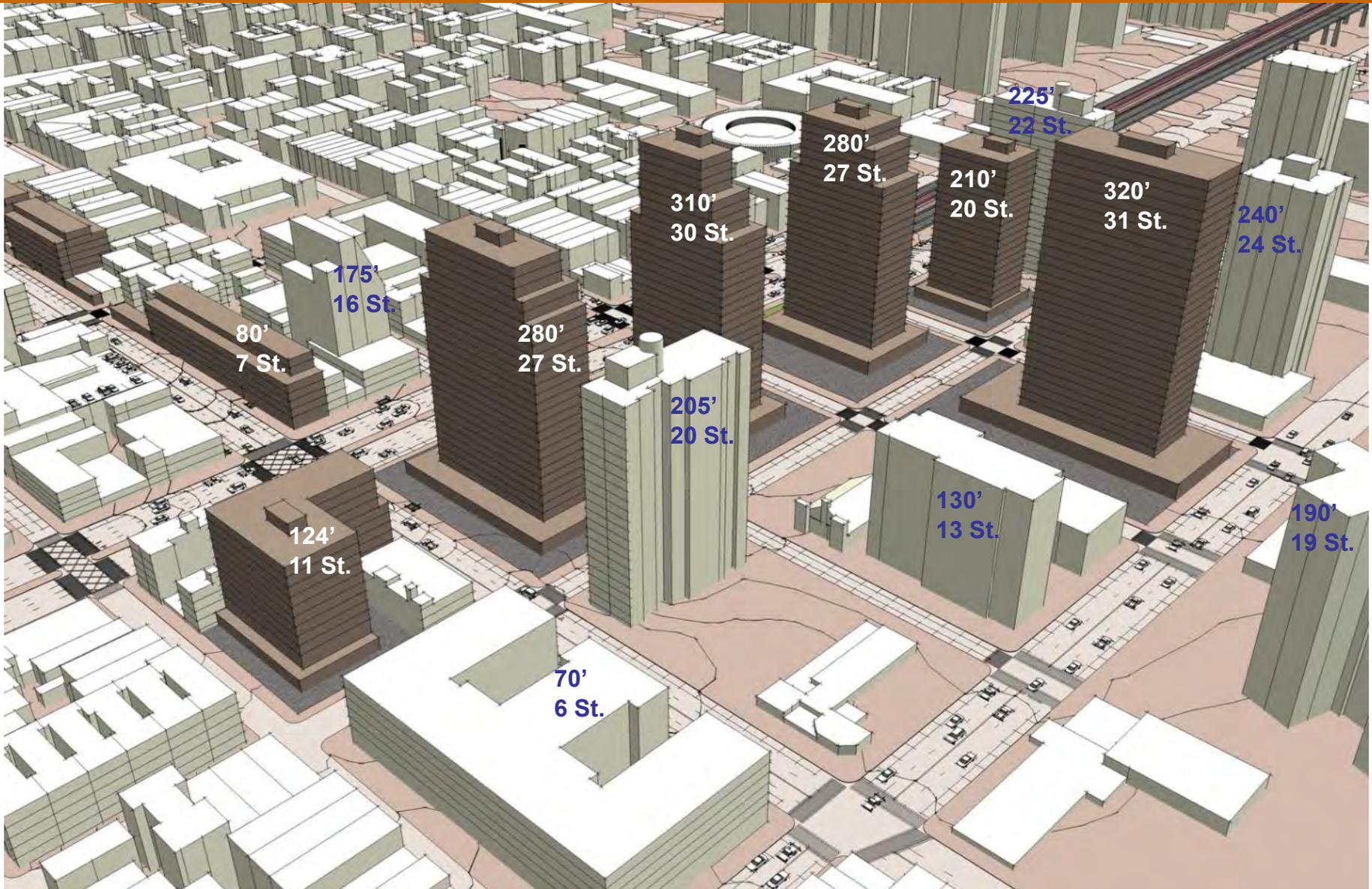
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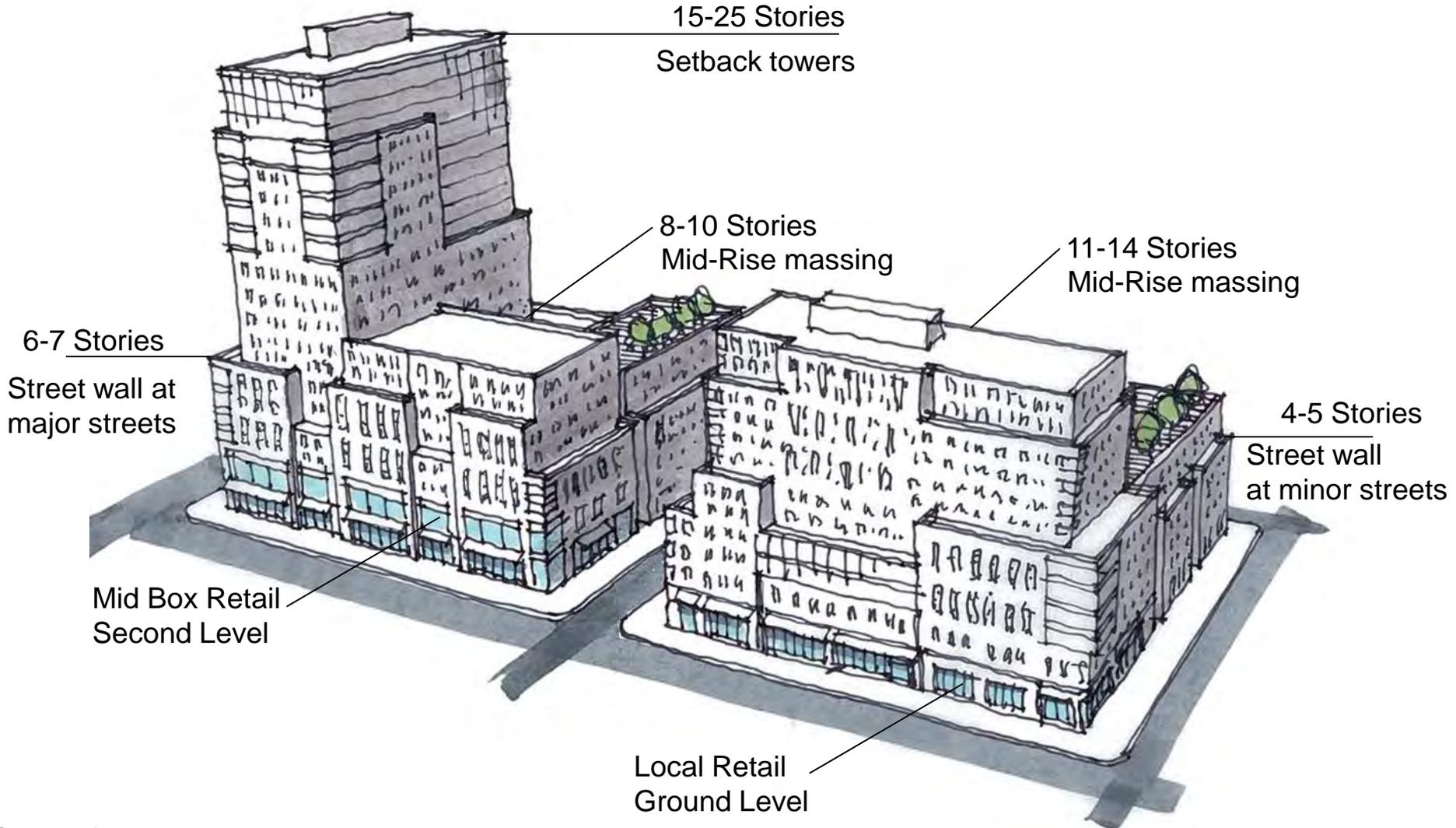
## THEME 3 BUILDING MASSING & HEIGHT



# AS-OF-RIGHT DENSITY AND FORM

## THEME 3 BUILDING MASSING & HEIGHT





*Sketch for illustrative purpose only*

# URBAN DESIGN SUMMARY

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**Theme 1** – Street & Pedestrian Network

**Theme 2** – Open Space

**Theme 3** – Building Massing & Height

# QUESTIONS