



12TH STREET STREETSEAT

Queens Community Board 2

April 1, 2019



Site and Partner Context

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EXISTING CONDITIONS

Context Map



EXISTING CONDITIONS

12th Street looking north from 44th Ave



EXISTING CONDITIONS

12th Street looking south from 43rd Road



SITE CONTEXT

12th Street, 43rd Road to 44th Avenue

- Ancient glacial rock formation at 43rd Road prohibits through traffic on 12th Street.
- The street is currently signed with overnight ASP regulations.
- Craig Envelope formerly utilized 12th Street between 44th Ave and 43rd Road for employee parking.
- The street is located within the boundaries of the Industrial Business Zone, which has few publicly accessible outdoor spaces.
- The street is currently characterized by poor pedestrian access because it does not currently have sidewalks or clearly delineated pedestrian pathways.



PARTNER / BUSINESS CONTEXT

The VOREA Group, VOREA Construction Companies, Igloo

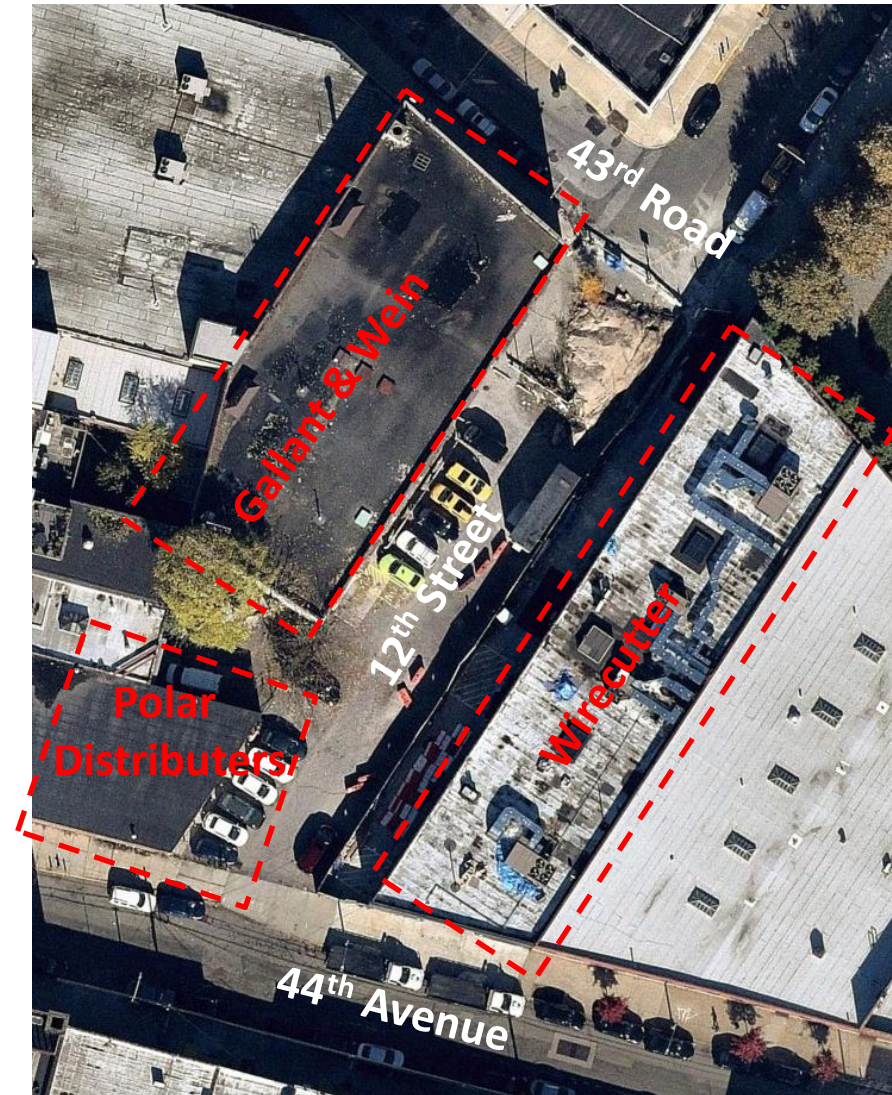
- A multifaceted real estate company equipped to perform mid to large scale development projects throughout the Tri-state area, with a proven track record and an active pipeline of developments throughout the metropolitan area, including northern Brooklyn and western Queens.
- Through its affiliate, The VOREA Construction Companies, VOREA has extended its in-house development platform, equipped to execute on a variety of construction projects throughout the greater NYC area.
- Igloo serves to assist local NYC businesses by providing real estate consulting services for growing companies looking to relocate or expand within NYC markets. Provides design, construction and financial support for firms seeking sustainable growth.
- VOREA has Additional commercial assets in development on Jackson Avenue and Borden Avenue in Long Island City.



SITE CONTEXT

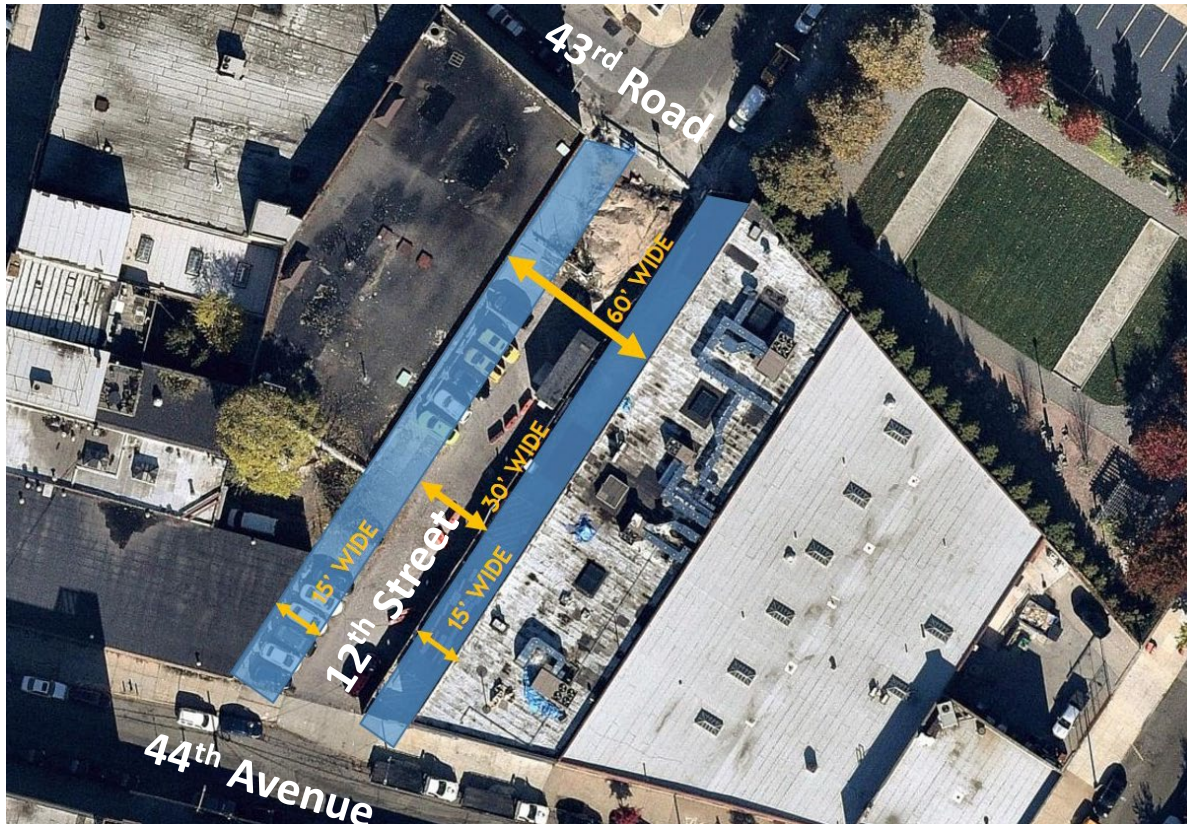
12th Street, 43rd Road to 44th Avenue

- There are (4) properties fronting 12th Street:
 - Polar Distributors (43-67 11th Street)
VOREA has contract to purchase.
 - Gallant & Wein (11-20 43rd Road)
VOREA has 99-year ground lease.
 - Wirecutter (12-01 44th Ave; previously Craig Envelope)
VOREA owns; renovations are nearly complete.
 - ICONYC Brewing (43-63 11th Street) will open a small brewing facility in Spring 2019.
 - Office uses between Wirecutter, Polar and Gallant & Wein anticipate accommodating 650 jobs.



SIDEWALKS PROPOSAL

- Refurbishment of the adjacent buildings will coincide with construction of as-of-right 15' sidewalks for pedestrian access to building entrances along 12th Street.
- The new geometry with 15' sidewalks along both building frontages will require No Standing Anytime regulations along both sides of the block to facilitate FDNY and emergency vehicle access on 12th Street.



StreetSeat Proposal

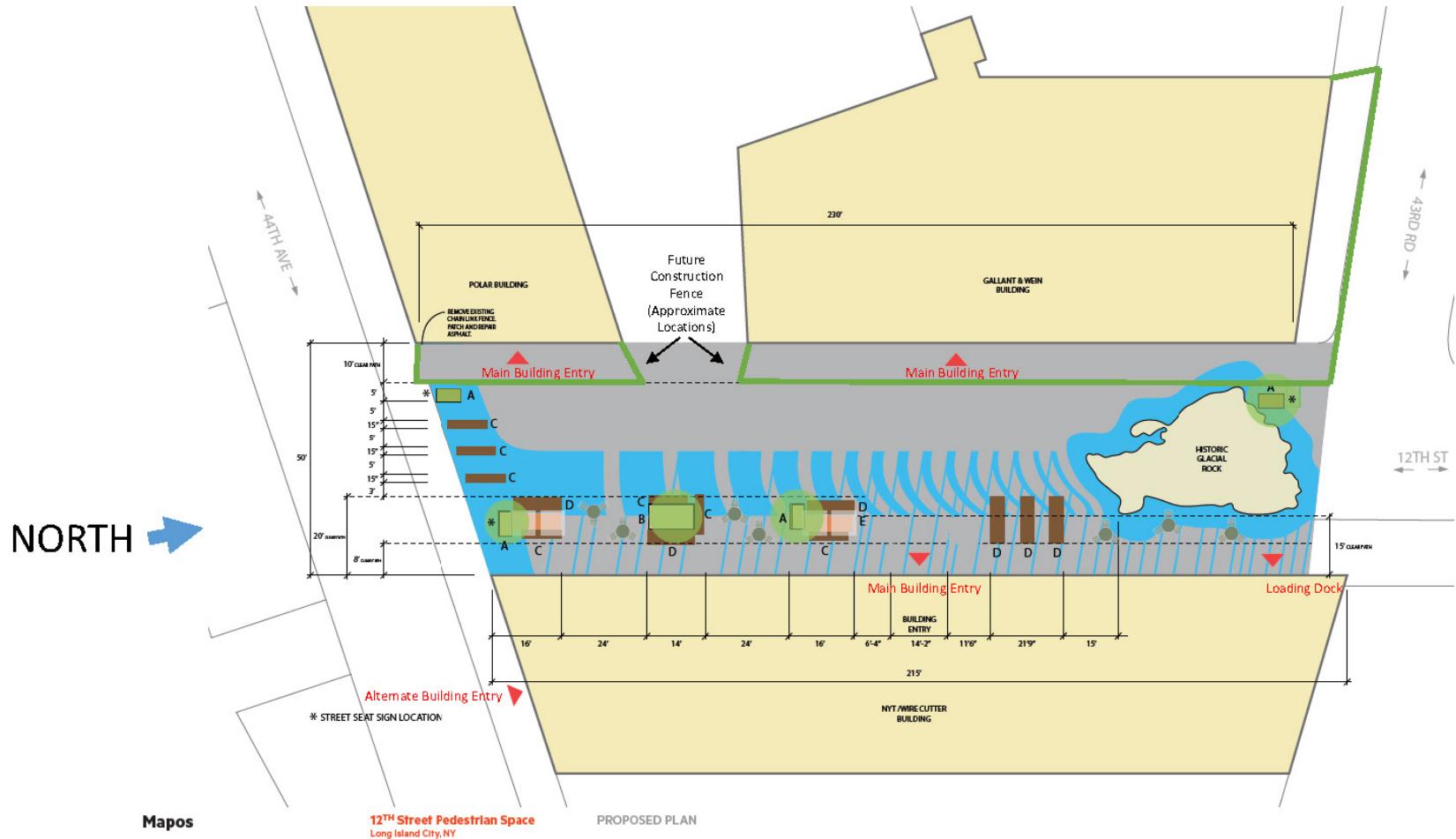
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BEFORE: 12TH STREET, 43RD ROAD TO 44TH AVENUE



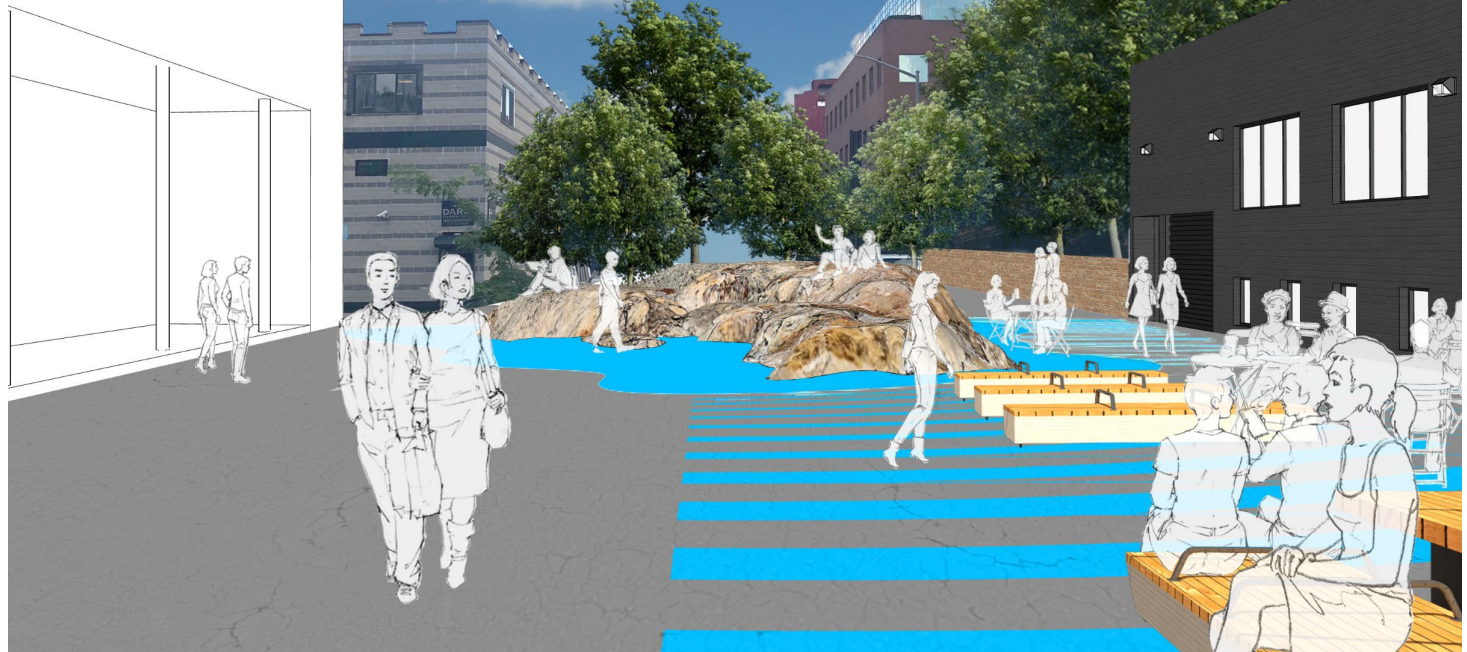
near

PROPOSAL: NON-PLATFORM STREETSEAT



FDNY Approved Design

PROPOSAL: VIEW TOWARD 43RD ROAD



PROPOSAL: VIEW TOWARD 44TH AVE



STREETSEAT PROPOSAL BENEFITS

- Creates a safe, accessible and protected space for pedestrians.
- Delivers additional public outdoor space for community use and community events.
- Offers a space for displaying artworks of local artisans, makers and artists.
- Provides a well maintained, active and clean space for workers and residents.
- Supports economic growth by attracting workers to the area.



COMMUNITY OUTREACH & SUPPORT

Letters of support

- Court Square Civic
- Gallant & Wein
- ICONYC
- Wirecutter/NY Times
- Rockrose
- Gotham
- LICP

Informational flyer distribution:

- Iglesia ni cristo
- Small Kitchen
- The Local
- The Mill
- The Cliffs
- Chelsea Dentist
- Info Tech High
- Stickbulb
- Slivercup Studios
- Brickhouse Art
- Dorsky

StreetSeat Program Context

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HOW IT WORKS

- Application based program
- Community Board approved
- Seasonal, March until December
- Custom non-platform design
 - Use of paint or epoxy to delineate the space
 - Visually permeable edges
 - Some vertical elements
 - ADA accessible
 - Moveable furniture



OPERATION

- Open to the public
- No alcohol or smoking allowed
- No commercial activity allowed
- Moveable furniture closed or removed by partner overnight
- Partner responsible for maintenance via an agreement with DOT



SAFETY

- Updated regulatory signage to denote emergency vehicle access only
- Visually permeable edges to eliminate vehicle access and protect pedestrians
- Removal of fence and guiderails to create more accessible public space
- StreetSeat signage to indicate operations



IMPLEMENTATION TIMELINE

April 2019

- Community Board Approval
- Change existing street regulations

May 2019

- Wirecutter occupies building
- Fabrication of planters, tables & chairs

June 2019

- Implementation
- Neighborhood Event

Timeline dependent on CB Support

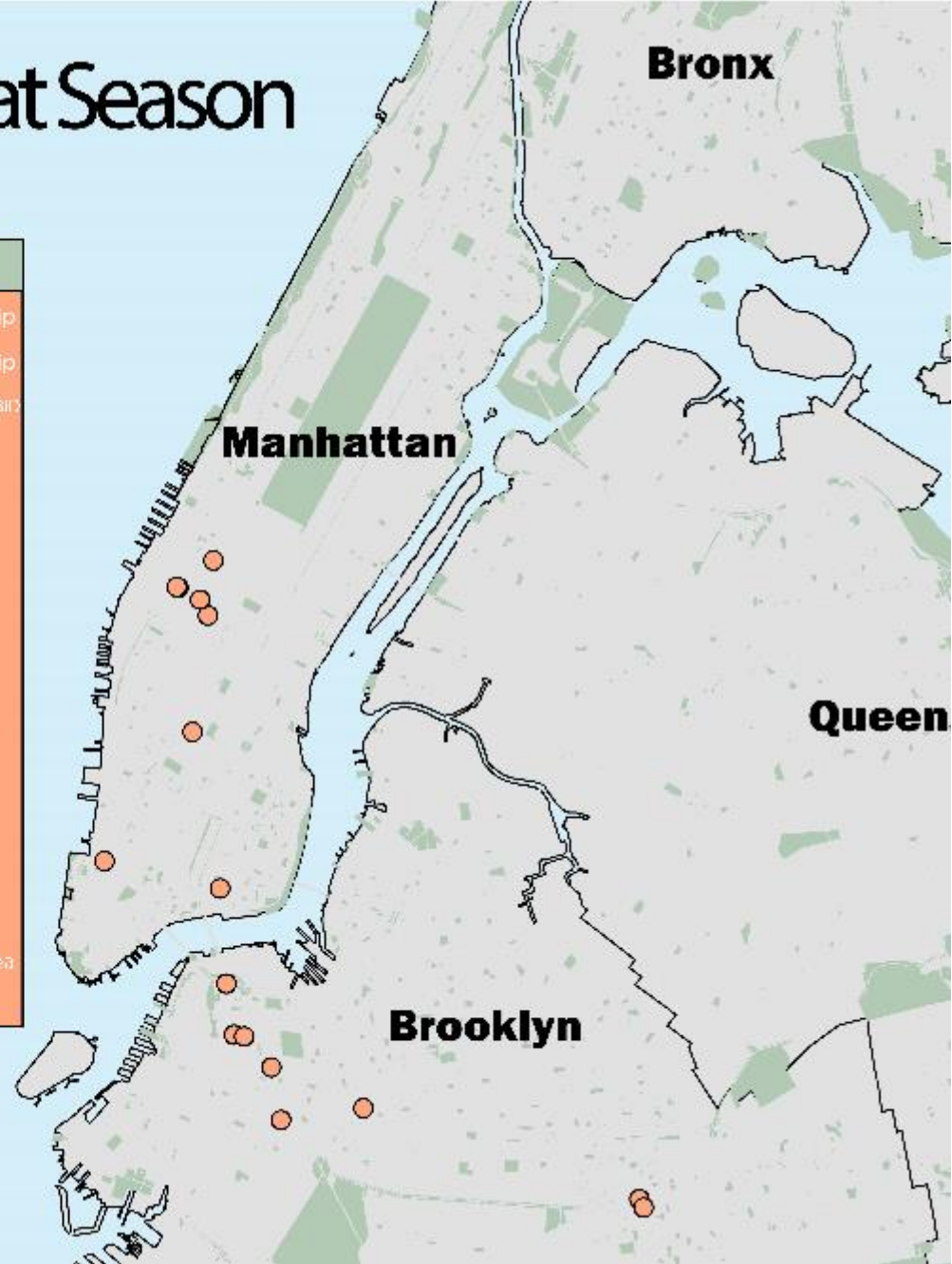


Construction Fencing Art Examples

NYC DOT 2018 Street Seat Season

Location	Borough	Partner
111 Lawrence Street	Brooklyn	Downtown BK Partnership
192 Duffield Street	Brooklyn	Downtown BK Partnership
1686 Pitkin Avenue	Brooklyn	Sal & Paul Pizzeria & Pitkin Ave BID
647 Fulton Street	Brooklyn	BRIC
73 Sands Street	Brooklyn	Kushner
966 Fulton Street	Brooklyn	FAB Alliance
63 5th Avenue	Brooklyn	Skylce
3 Belmont Avenue	Brooklyn	3 Black Cats
65 5th Avenue	Manhattan	Parsons Now School
177 Henry Street	Manhattan	Les Enfants de Boheme
224 W 35th Street	Manhattan	Garment District BID
456 W 37th Street	Manhattan	HYHK BID
431 W 37th Street	Manhattan	Brooklyn Fare
359 W 45th Street	Manhattan	Bird & Branch
184 Duane Street	Manhattan	Laughing Man Coffee & Tea
302 W 37th Street	Manhattan	Garment District BID

16 Total Installations



THANK YOU!

Questions?



NYCDOT



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NYCDOT