Beverley Road Plaza

Community Board 12

June 27, 2023
Project Context
Project History

• 2012: Kensington Plaza established
  • Initiated by residents, Council Member, and CB12 in response to lack of open space in Kensington

• 2020: pre-pandemic planning for a DOT “Seasonal Street” in Summer ‘20

• 2022: Beverley Open Street launched in the Summer with operational support from The Hort and programming with Street Lab

Beverley Road during Street Lab Pilot, Summer 2022
Site Context
Public Outreach
Outreach to Date

2020
- Summer: Pre-pandemic planning for a DOT ‘Seasonal Street’

2022
- Fall: On-street outreach by Columbia students

2023
- May:
  - CB 2 Presentation about Open Street
  - Public Survey launch
- June:
  - On-street Merchant Survey
  - CB 2 Presentation

Beverley Road during Street Lab Pilot, Summer 2022
2022 Street Lab Open Street Pilot

- Pilot ran every Sunday for 11 weeks from July – Sept
- 82% of respondents felt that having an Open Street, Street Seat, or Plaza would benefit community

Key Challenges:
- Management and maintenance needs

Key Strengths:
- Community-based cultural programming
- Strong support from council-member

Here’s what we heard...

- A heady mix of old time ethnicities: former Soviet Union, Italians, Jews and Irish, with new immigrants from Bangladesh, Spanish language Latin America, French & English speaking Caribbean, Chinese and Afro Americans. Plus professionals, middle class and poor.
- Very diverse, very safe and friendly
- Diversity
- The diversity
- Transportation options, and proximity to Prospect Park.
- Diversity
- Majority of bengali stores are located in this one area
- fun and community-building
- Respect to different ethnicity.
- Religious discrimination and distrust of Muslims is hurtful to the Muslim community.

Street Lab Pilot, Summer 2022
2023 Public Survey

Survey open April – 6/23

- Over 400 responses
- Survey available in English and Bengla
- Over 77% of respondents visit Beverley Road daily or several times a week
- 88% are supportive of seeing permanent changes that make Beverley Rd a pedestrian and priority space
- Respondents supported:
  - Increased programming
  - Public seating
  - Protected pedestrian space
  - Greenery and planters

Bindlestiff Family Cirkus at the Beverley Road Open Street, Summer 2022
2023 Merchant Survey

Survey still in progress

• Surveyed businesses on Beverley Rd, from Church Ave to E. 2nd St
• Collected information about loading needs and waste hauling
• Discussed future public realm opportunities with businesses
Design Proposal
Beverley Road Plaza

- Creates one, larger public space with adjacent Kensington Plaza and formalizes the weekend Open Street as a new, 24/7 plaza on Beverley Road
- Shortens pedestrian crossings on Church Ave, Beverley Rd, and E. 2nd Street
- Creates new spaces for commercial and neighborhood loading
Plaza Toolkit

- UMBRELLAS
- MOBILE FURNITURE
- PLANTERS
- GRANITE BLOCKS
- EPOXY GRAVEL
- FLEXIBLE DELINEATORS
Plaza and Safety Improvements

- Shortened Crossings
- Emergency Access
- Asphalt Art
- Movable Furniture
- Planters and Granite Blocks
- Proposed Truck Loading
- Proposed Neighborhood Loading Zone
NYC DOT Art
Asphalt Art Activations

As part of NYC DOT’s efforts to make our streets more pedestrian friendly, the agency continues to reclaim underutilized street space for pedestrian use.

NYC DOT Art partners with artists and several internal DOT units including Bike Share; the Pedestrian Unit; Public Space; Research, Implementation and Safety (RIS); and Urban Design to paint temporary design treatments by professional artists onto repurposed asphalt street spaces to help designate them as new safe spaces for pedestrian use and transforming them into canvases for art. DOT selects sites based upon DOT priority projects, Borough Commissioner and community requests.

“Rice Terraces” by Dasic Fernandez, 2021
In partnership with DOT Public Space and The Chinatown Partnership/BID, Doyers Plaza, Manhattan

“Unity” by Britny Lizet, 2021
In partnership with the DOT Public Space Unit and the Jerome Gunhill BID, Intersection of Jerome Avenue and East Gun Hill Road, Bronx
Public Space

6,580 Total Sq. Ft.

- 395 sq ft
- 5,600 sq ft
- 305 sq ft
- 280 sq ft
FDNY Access
Delivery Access and Curb Management

Problem

Solution
Delivery Access and Curb Management

No Standing Anytime

New Truck Loading

Neighborhood Loading Zone
Parking Changes

14 Spots
9 Permanent
5 Daytime
Traffic Network
Traffic Volumes
Weekday PM Peak – 5-6pm
*average of four weekday counts in April/May
Traffic Volumes
Saturday (Open Street) 4-5pm
*average of two Saturday counts in April/May
Reroutes

Kensington Plaza

E. 2nd St
Church Ave
Beverley Rd

McDonald Ave
Plaza Partnership & Management
86 Plazas currently in development, construction, or complete, of those

66 Plazas open to the public
Plaza Partner and the Public Space Equity Program

Provides operational and maintenance support including:

- Horticultural care
- Workforce development
- Community engagement
- Programming
- Grant writing and technical assistance
Maintenance Responsibilities

The Hort is responsible for basic maintenance tasks including litter removal, snow clearance, furniture maintenance, and horticultural care.

NYC DOT works closely with all plaza partners to ensure successful public spaces.
Programming

Partners are encouraged to program their plazas regularly in collaboration with local civic and cultural organization.

Any organization can apply for a SAPO permit to program the new plaza.

Programming at Avenue C Plaza in Kensington

Programming at the Beverley Open Street
Regulation

Pedestrian Plazas have specific, code of conduct rules, enforced by NYPD.

Jitu Weusi Plaza

Welcome!
We want you to have a safe and enjoyable time.
Be courteous and respectful to others, and please keep the plaza clean.

Pedestrian Plaza Rules Prohibit:

- Obstruction of pedestrian traffic
- Destruction, removal or tampering of any property or equipment
- Camping
- Unattended property
- A person or their belongings taking up more than one seat
- Consumption of alcoholic beverages, except as otherwise permitted
- Skateboarding
- Feeding of undomesticated animals
- Spitting, urination, defecation
- Unreasonable noise
- Dogs off-leash

Permits are required for all events
Bicycle riding is only permitted on designated routes or where indicated by signage or markings

OPEN TO THE PUBLIC
To learn more visit nyc.gov/plazas or call 311
Next Steps

Summer

• Public Survey + Outreach (ongoing)
• Merchant Survey (ongoing)

Late Summer

• Plaza implementation with asphalt art
• Curb extension implementation with standard materials
Thank You!

Questions?