



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

2

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 ethnics: 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.

What I love

Very diverse, very safe and friendly

What I love

Diversity

What I love

The diversity

What I love

Diversity

What I love

The diversity, transportation options, and proximity to Prospect Park.

What I love

My grandma grew up in this neighborhood after her family immigrated. It's a beautiful vibrant welcoming community for immigrants and people of all walks of life. We are so close to the beauty of Brooklyn in Greenwood and prospect park.

What I love

Majority of bengali stores are located in this one area

What I love

fun and community-building



Respect to different ethnicity,

Challenges

Religious discrimination and distrust of Muslims is hurtful to the Muslim community.

See performances from all over Asia and the rest of the world :)

See more events based off diverse cultures and backgrounds to help build and enrich our community



Beverly

Brooklyn

Dear New York City, On this street I want to:

See all bangladeshi ladies hang out and have tea together. These ladies need space to have their activities.

More opportunities for bengali woman to show their culture's talents and just show what they can do beside being a housewife. All we need is the space and the opportunity. <3

Beverly

Brooklyn

Dear New York City, On this street I want to:

I would like to see more Multi Culture Events and Foods

Quaint, community and opportunity

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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

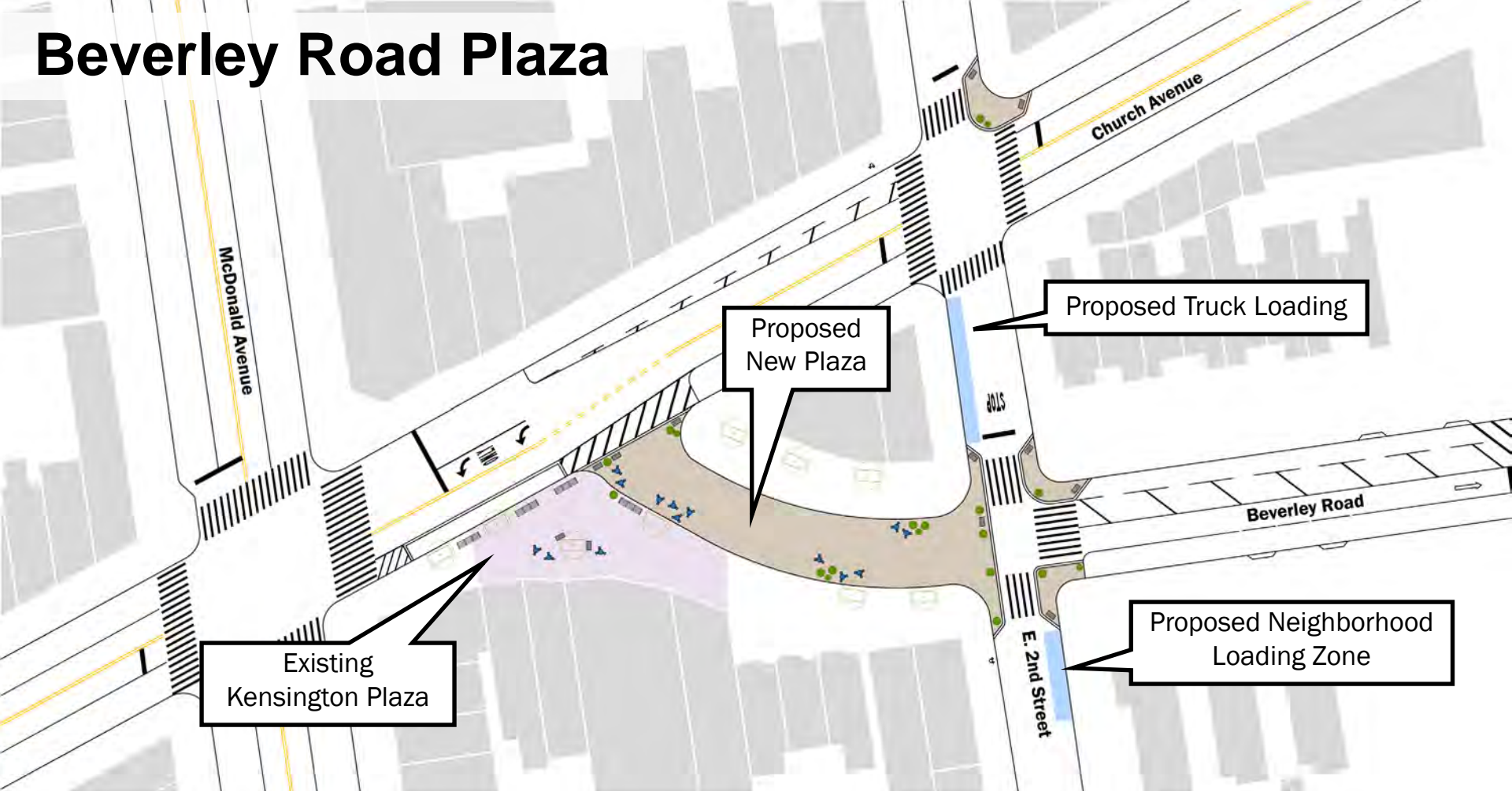


NYC DOT employees to local business owners

Design Proposal

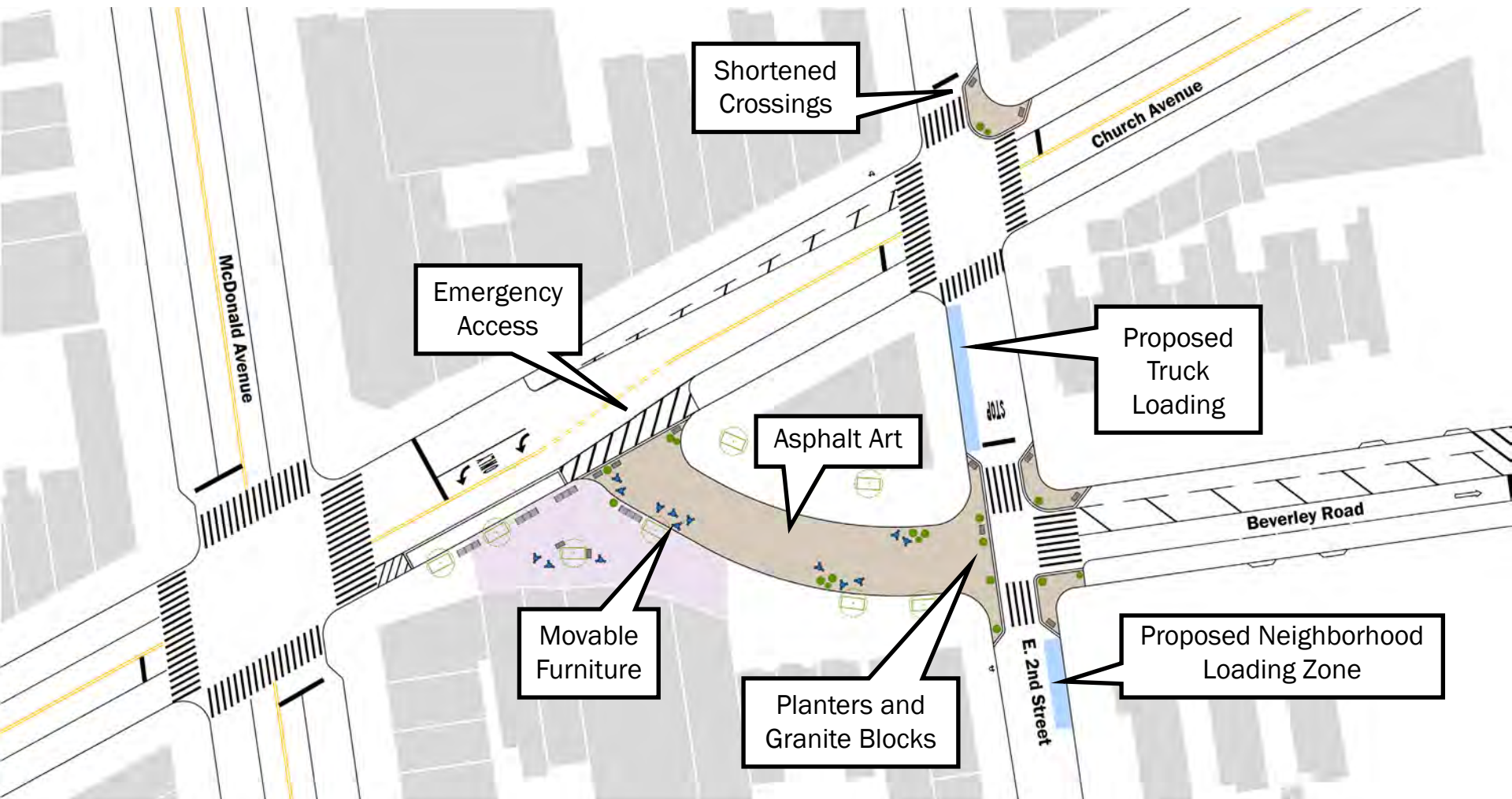
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Beverley Road Plaza



- Creates one, larger public space with adjacent Kensington Plaza and formalizes the weekend Open Street 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 and Safety Improvements



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.



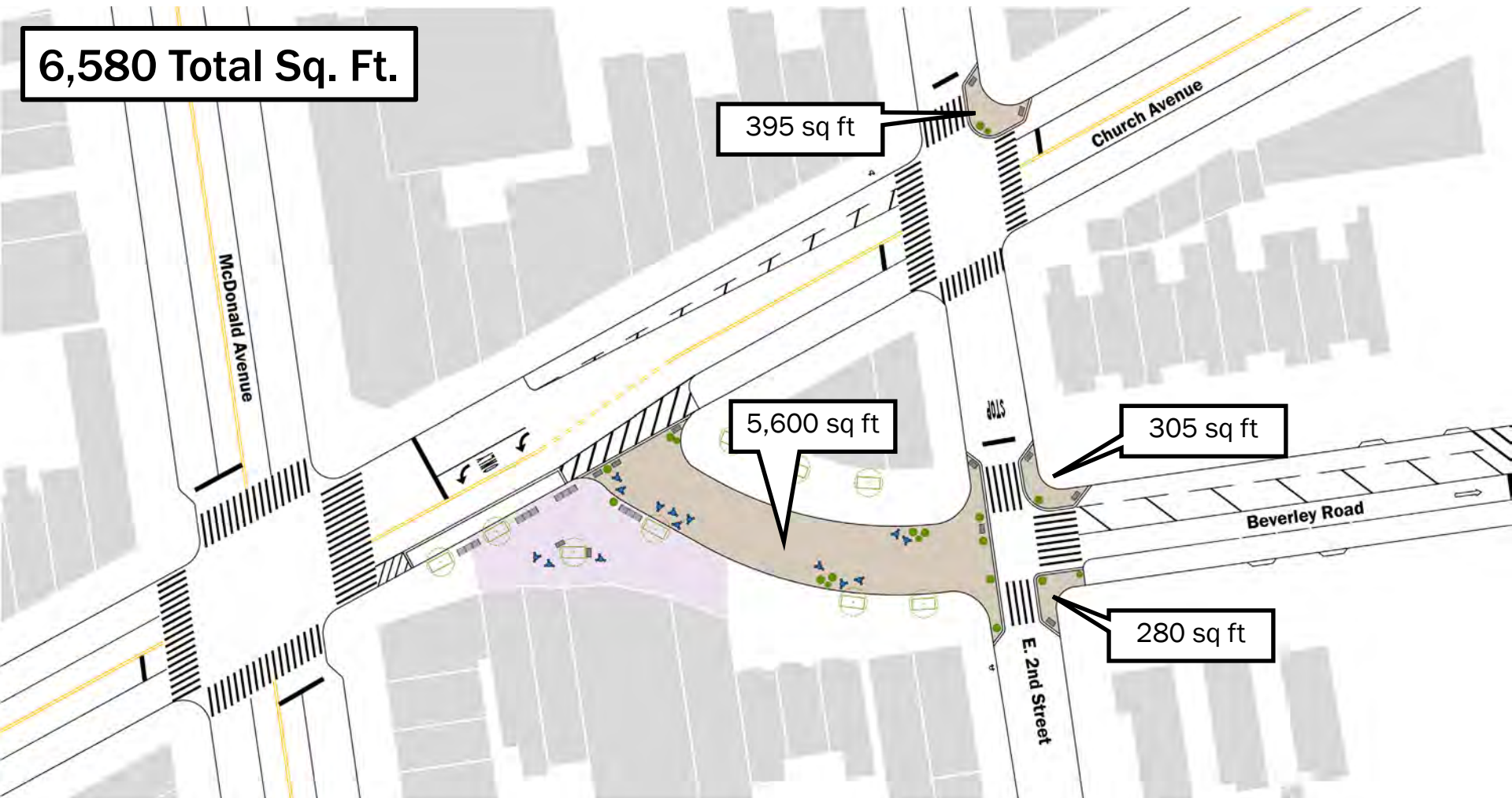
*"Rice Terraces" by Dasic Fernandez, 2021
In partnership with DOT Public Space and The
Chinatown Partnership/BID, Doyers Plaza, Manhattan*



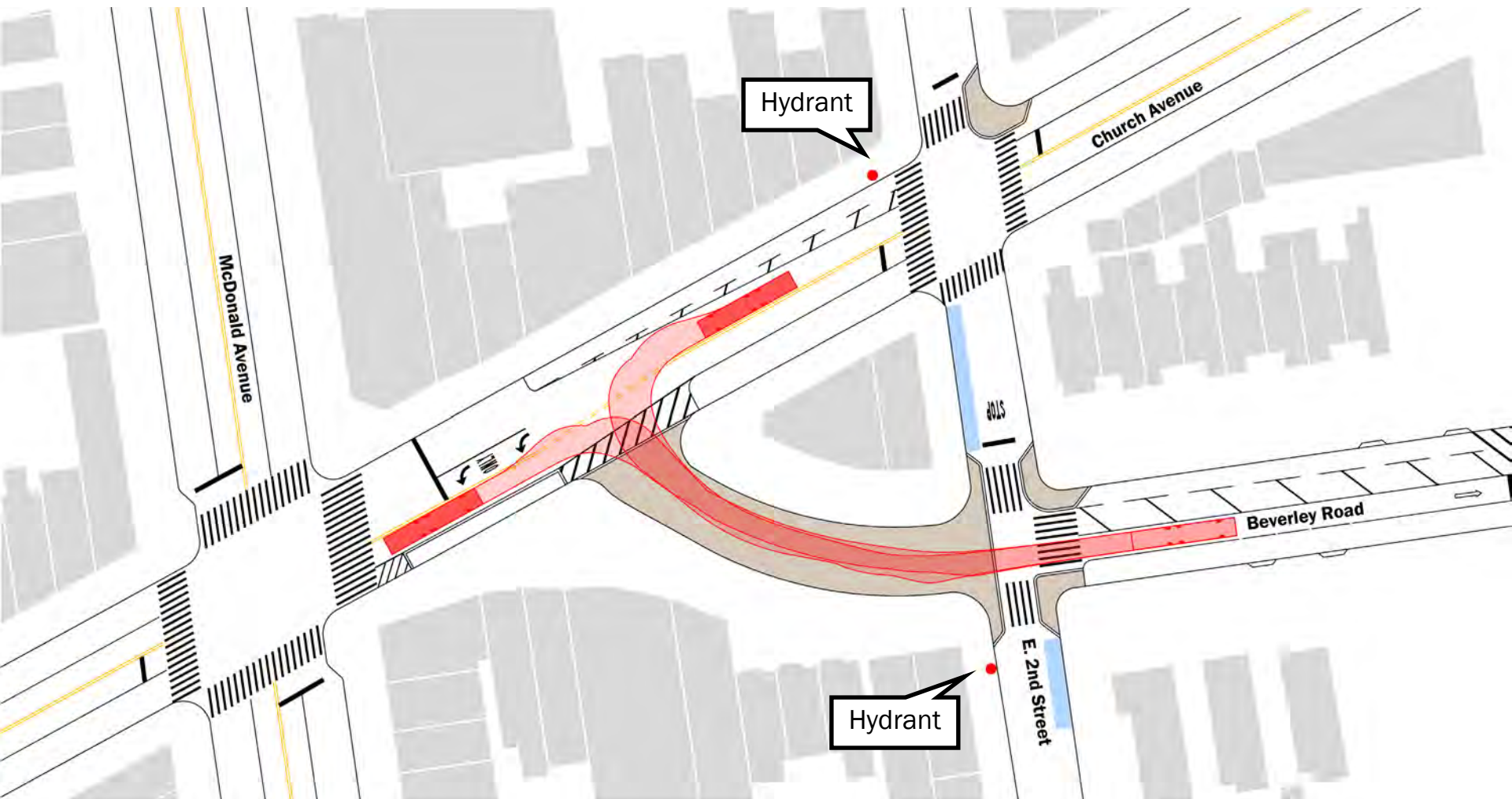
*"Unity" by Britny Lizet, 2021
In partnership with the DOT Public Space Unit and
the Jerome Gunhill BID, Intersection of Jerome
Avenue and East Gun Hill Road, Bronx*

Public Space

6,580 Total Sq. Ft.



FDNY Access



Delivery Access and Curb Management

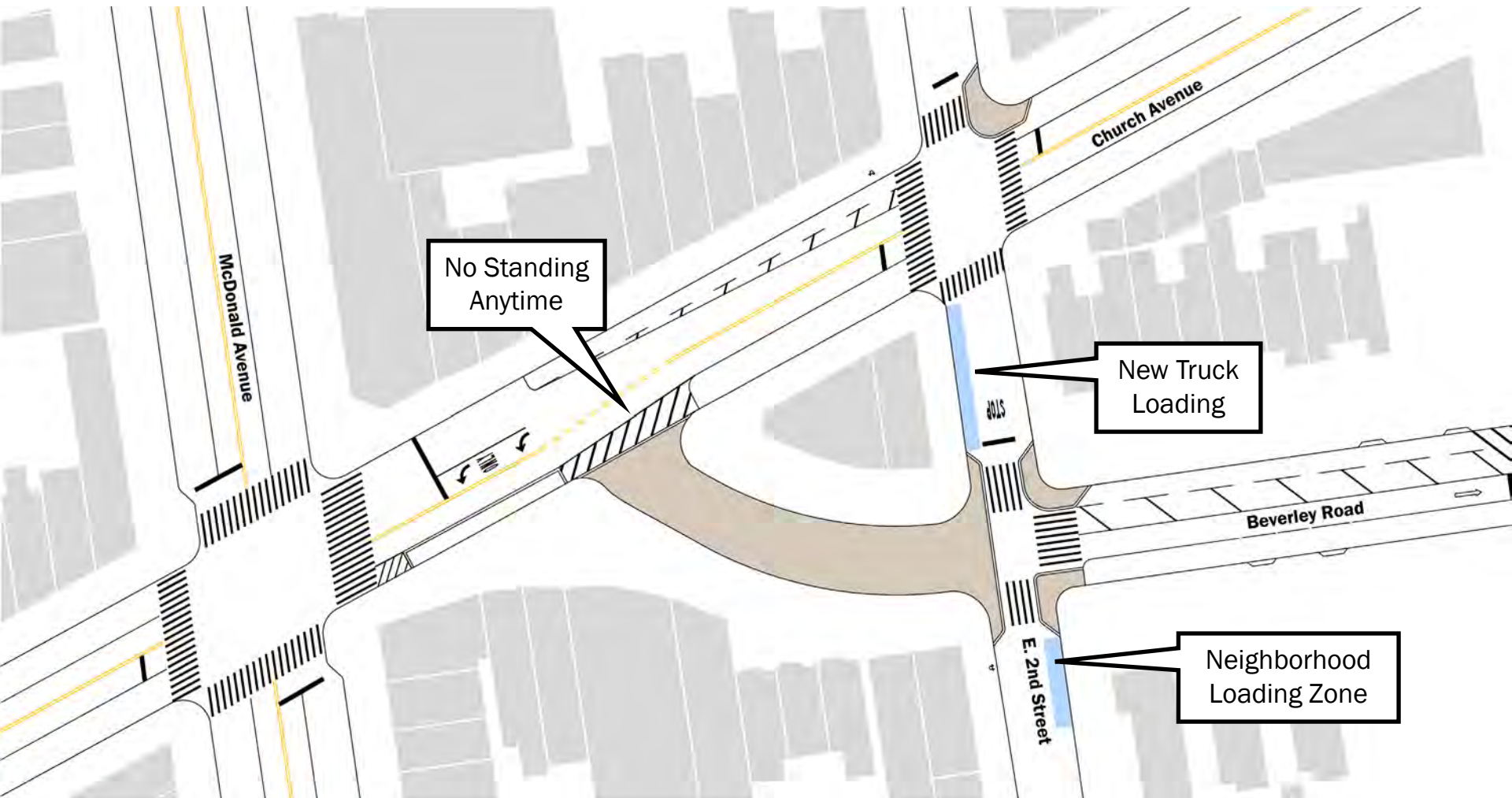
Problem



Solution



Delivery Access and Curb Management

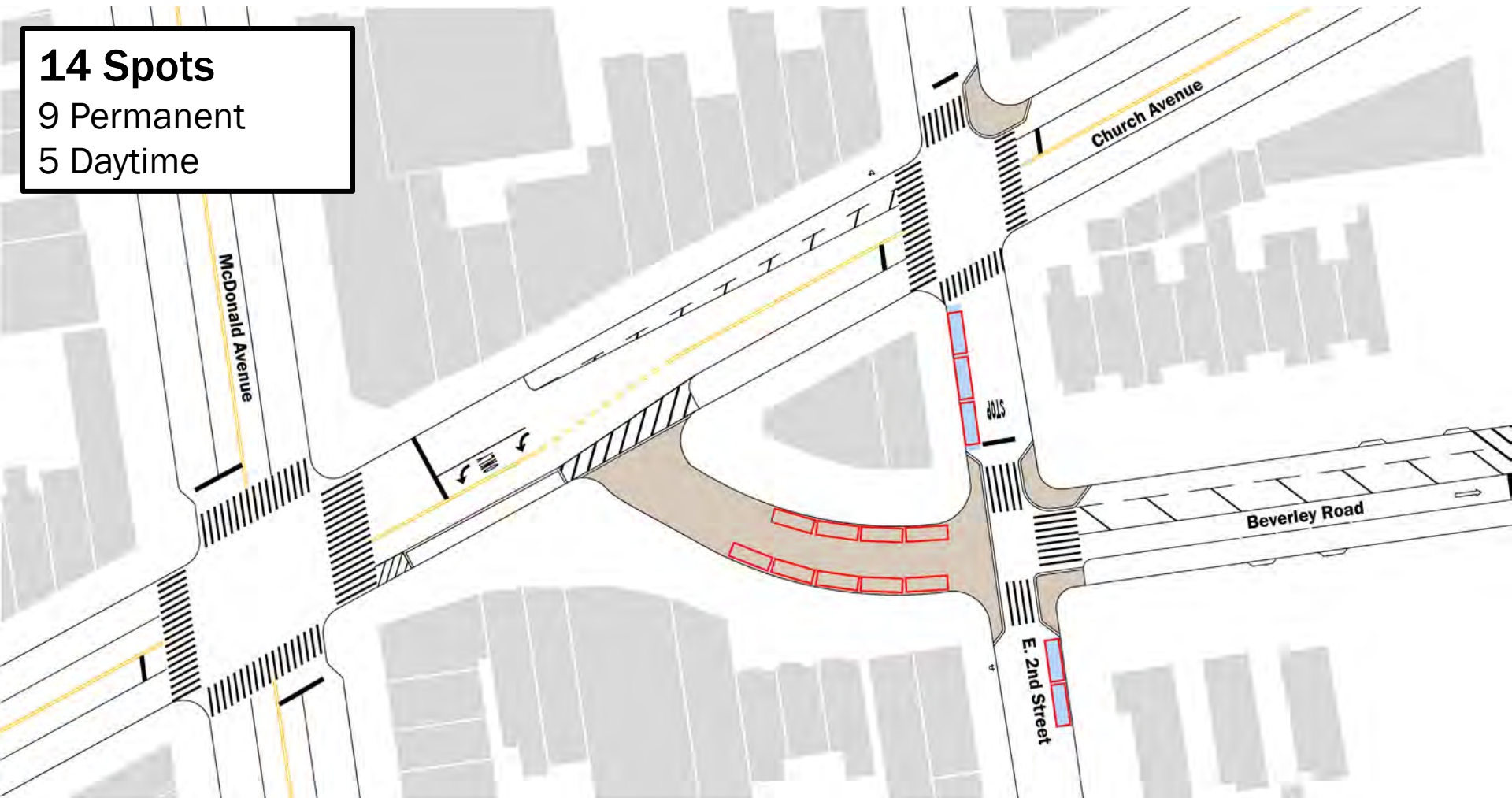


Parking Changes

14 Spots

9 Permanent

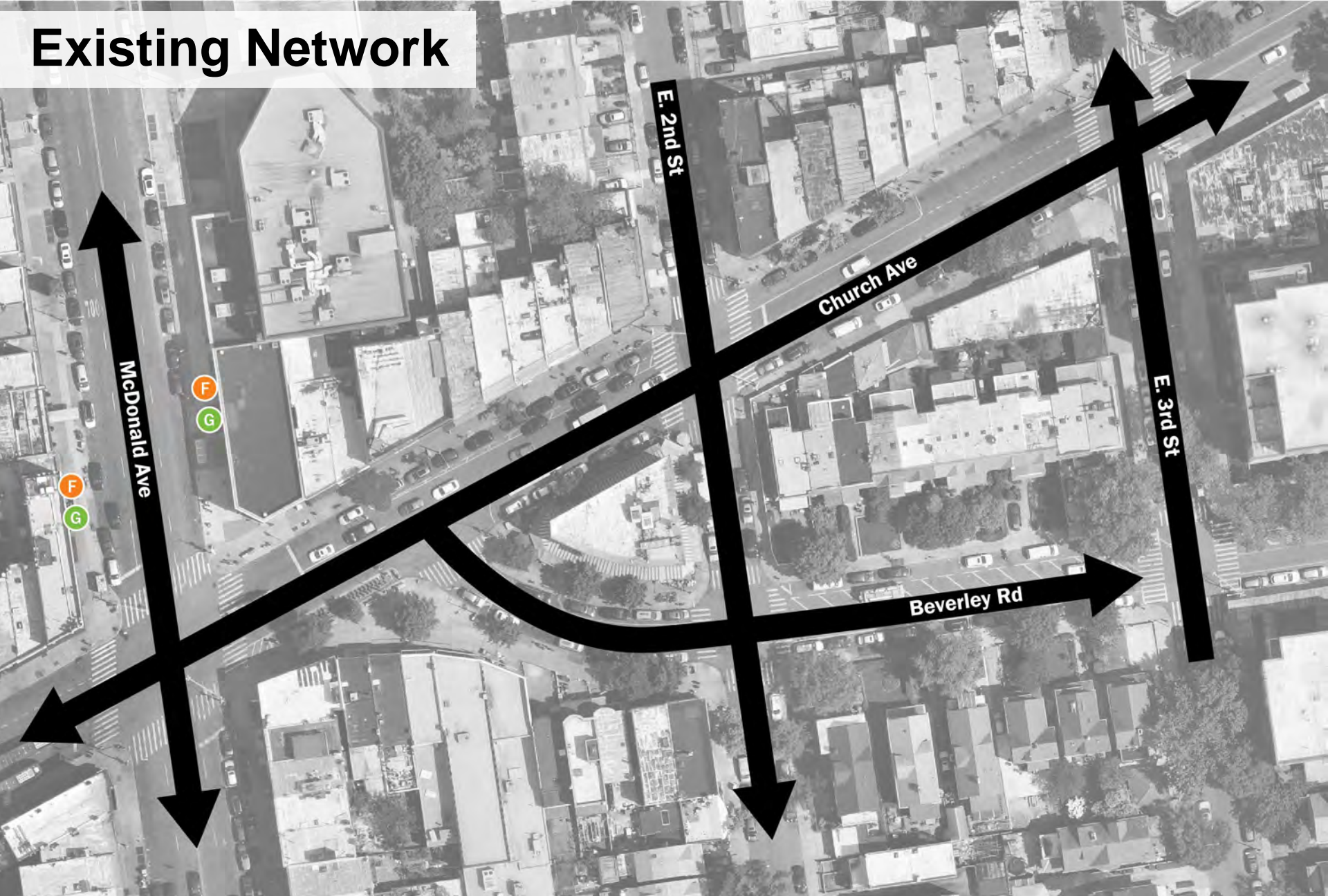
5 Daytime



Traffic Network

4

Existing Network

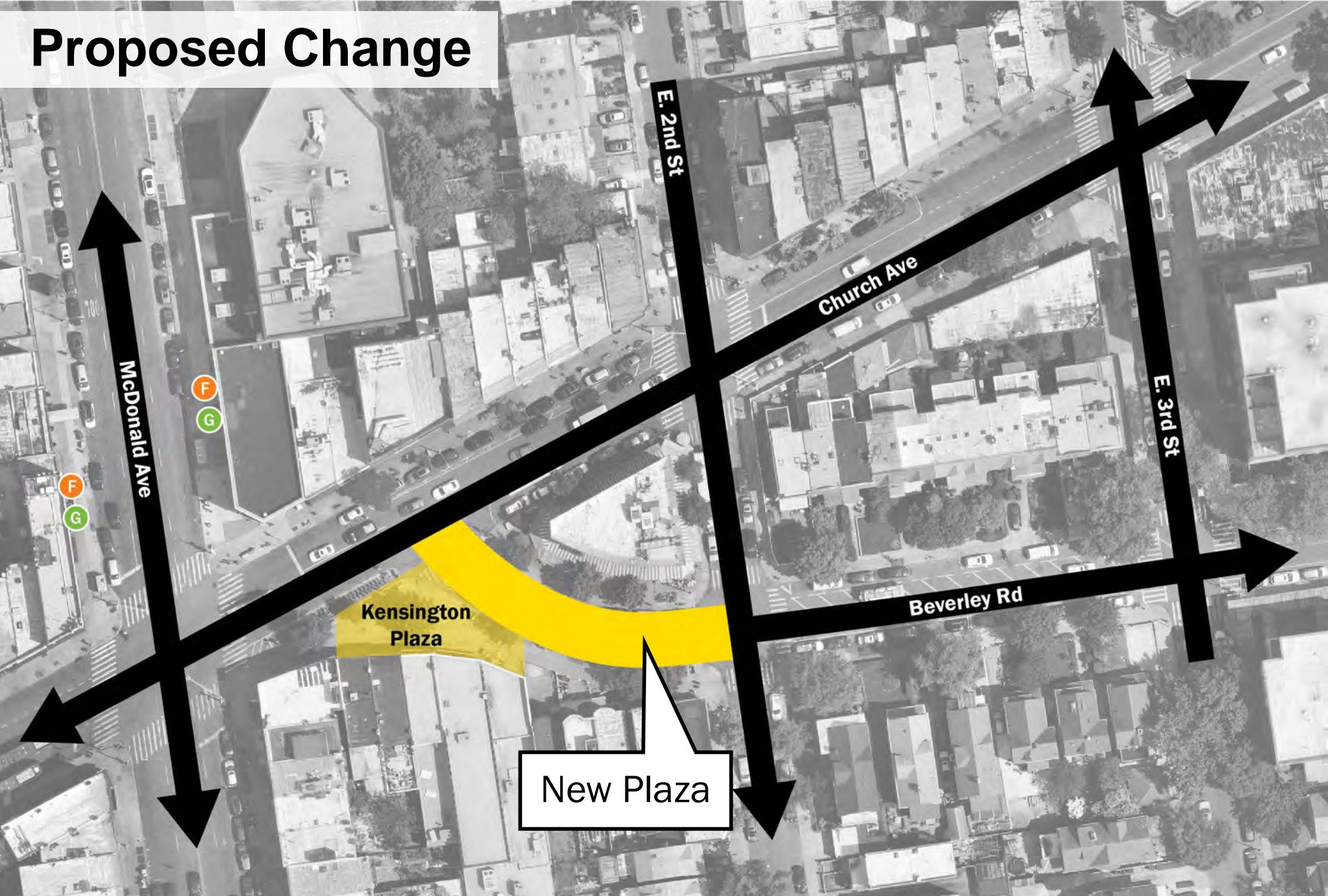


Traffic Safety

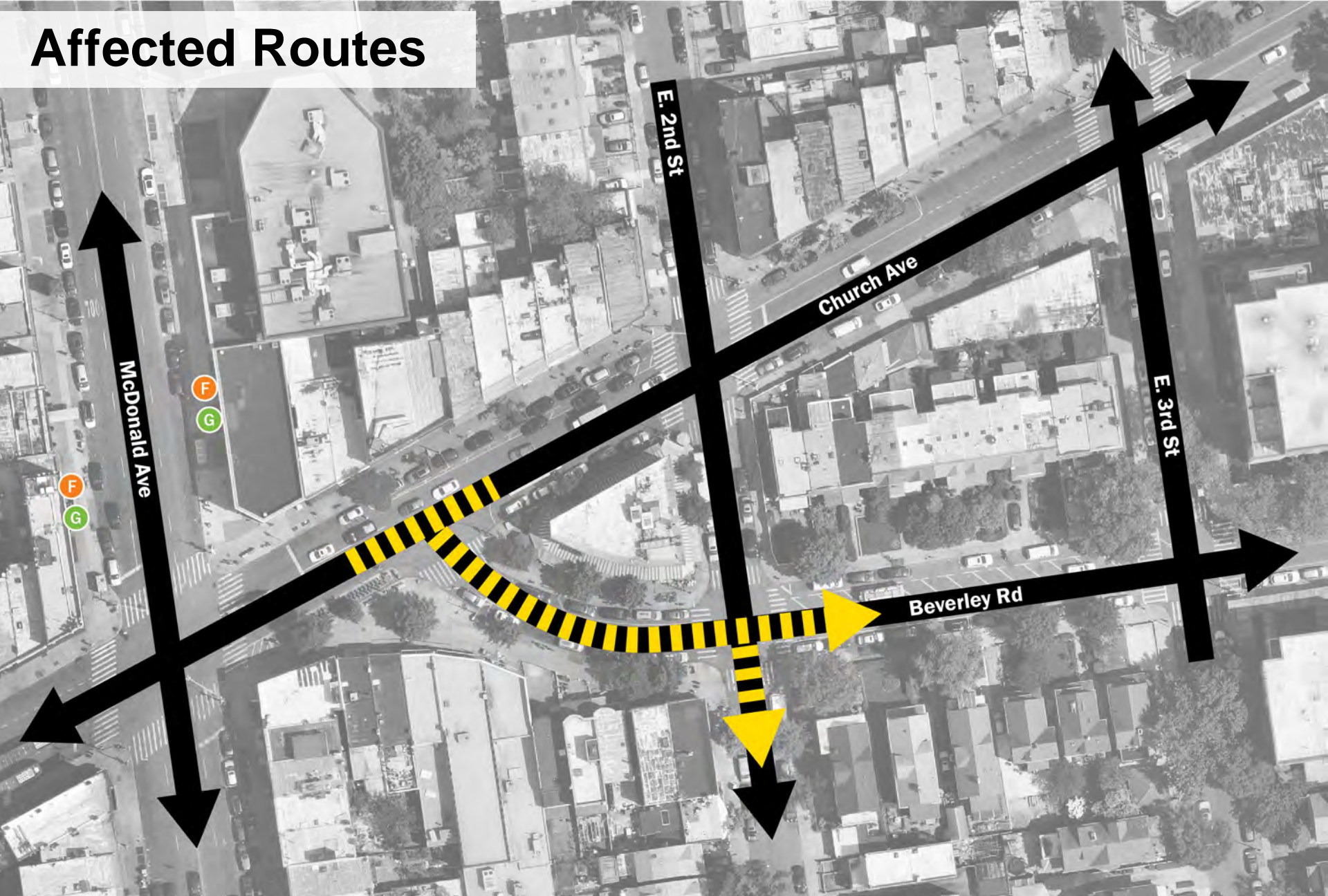


X Number of Injuries
2016-2020

Proposed Change



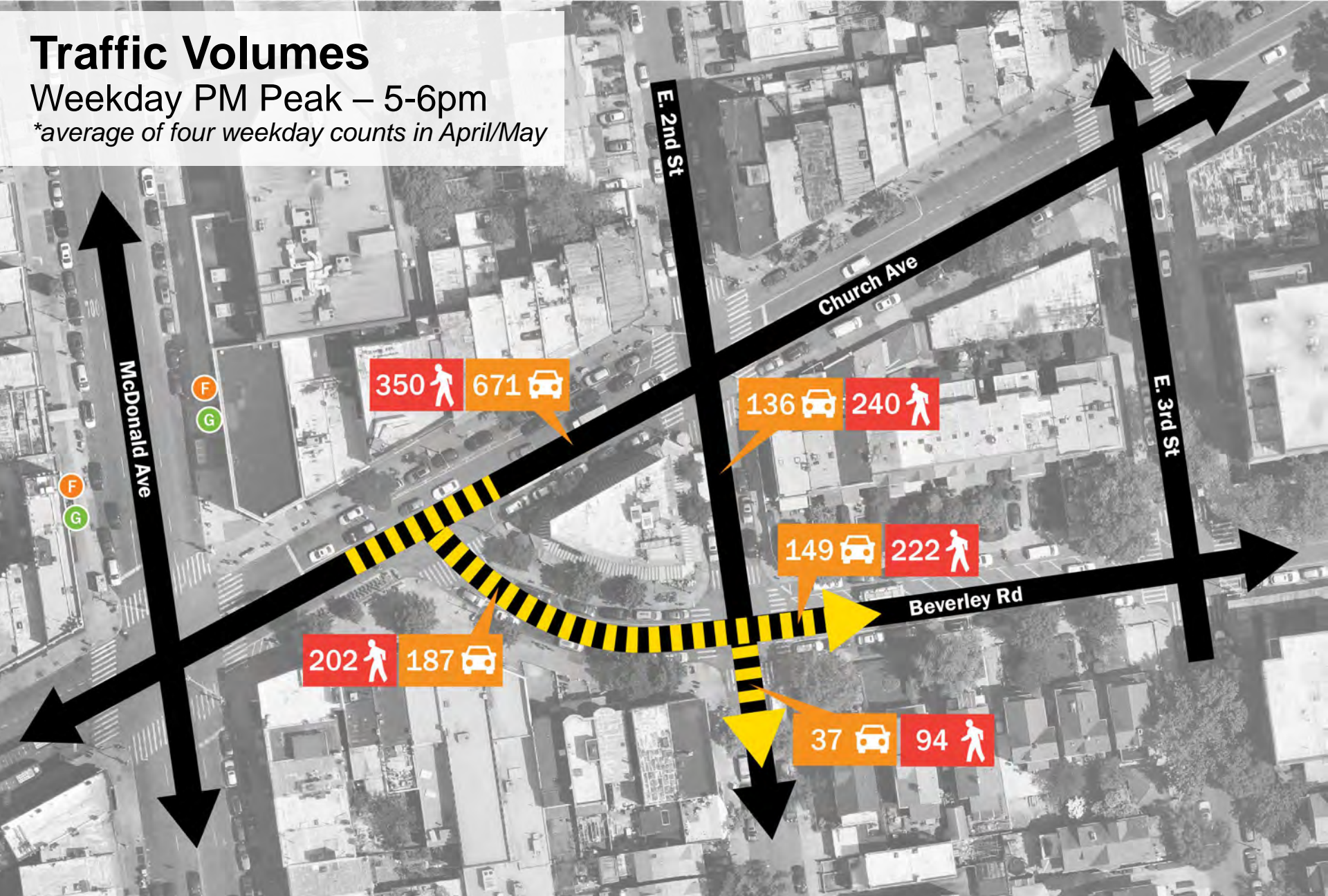
Affected Routes



Traffic Volumes

Weekday PM Peak – 5-6pm

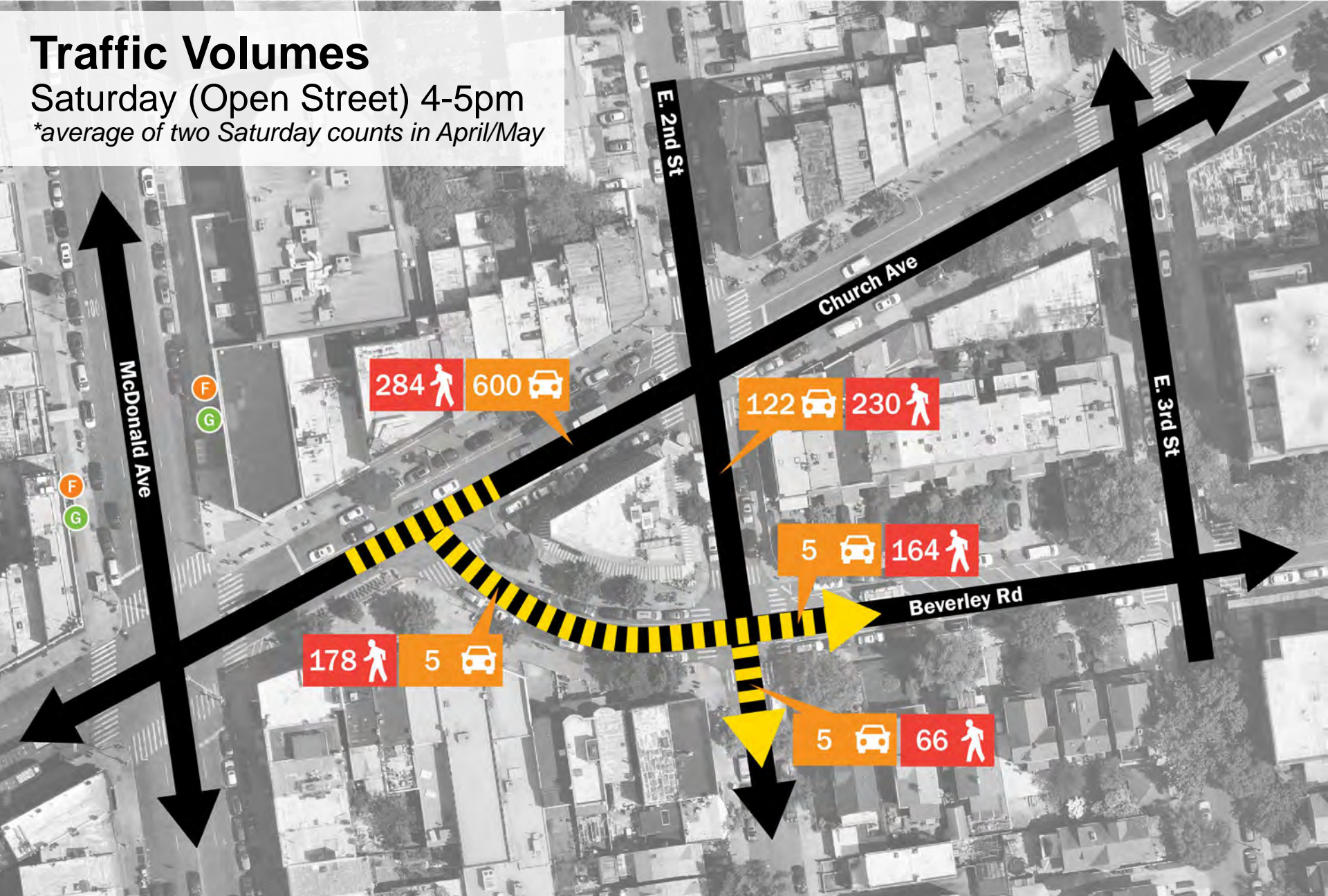
**average of four weekday counts in April/May*



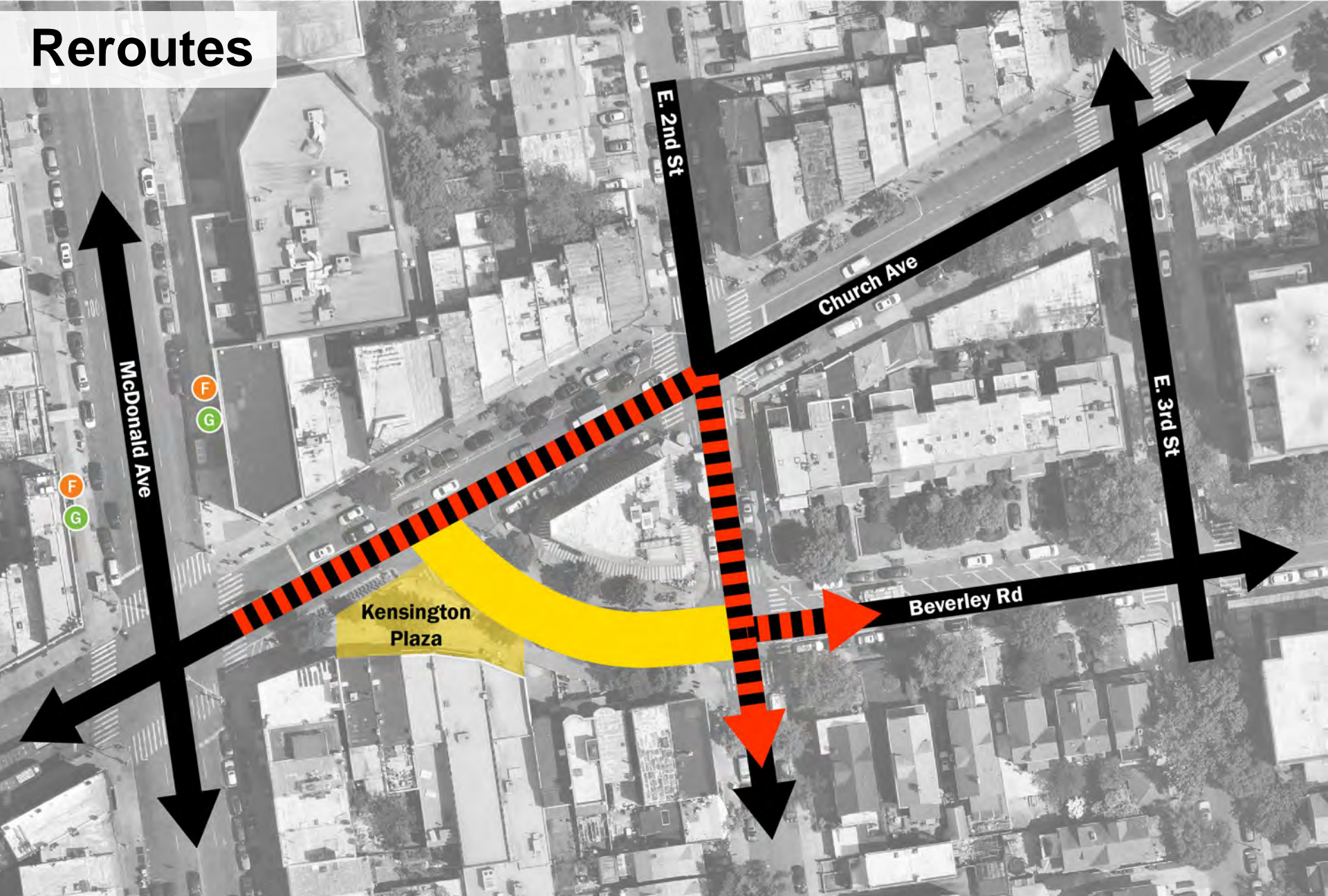
Traffic Volumes

Saturday (Open Street) 4-5pm

**average of two Saturday counts in April/May*



Reroutes



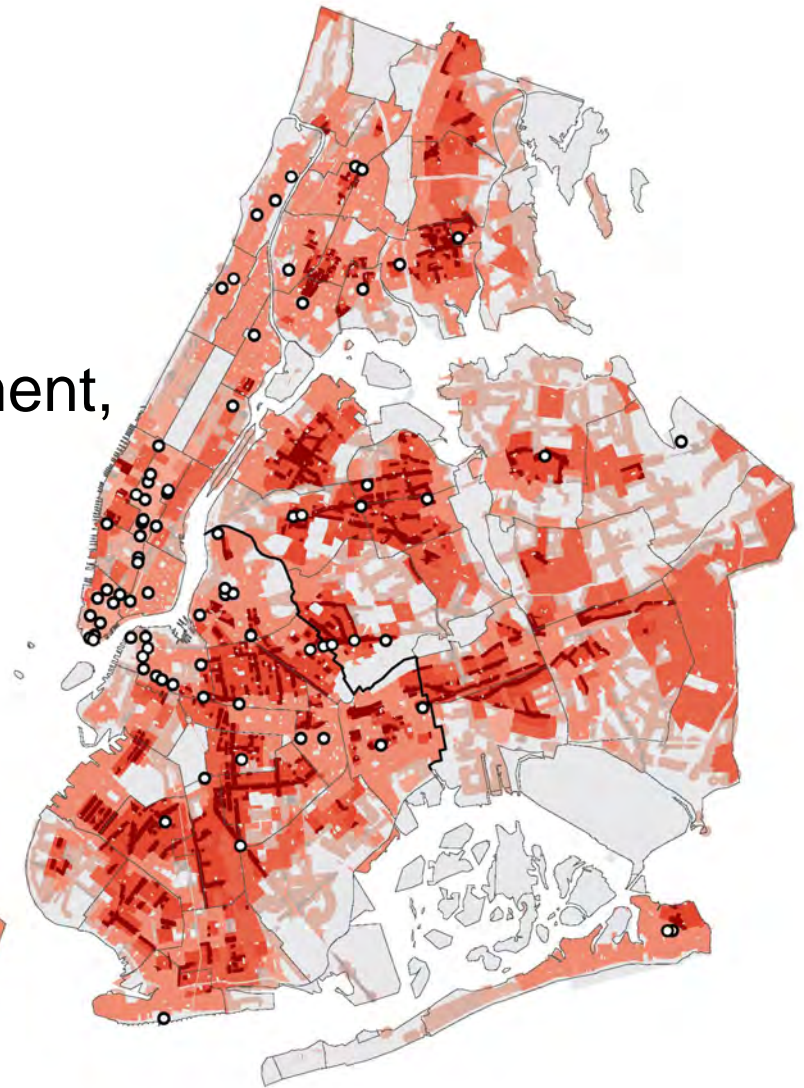
Plaza Partnership & Management

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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?



NYCDOT



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NYCDOT