



# STREET SEATS

Queens Community Board 2

March 6, 2017





# BEFORE



# AFTER





Rockrose has developed 10,000 units of residential space, and has developed or acquired over three million square feet of office space. Many of our projects have received favorable public review in addition to coveted design awards by Landmarks and other governmental agencies at the City, State and Federal levels. Our vision continues with tomorrow's real estate developments on the planning table today.





# EXISTING CONDITIONS

## Toby's Estate Coffee, 26-25 Jackson Avenue





# EXISTING CONDITIONS

## Levante, 26-21 Jackson Avenue



# EXISTING CONDITIONS

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## Jackson Ave between 43<sup>rd</sup> Ave & 44<sup>th</sup> Dr





# HOW IT WORKS

- Application based
- Community Board approved
- Installed along the parking lane
- Three design types
- Seasonal: March until December

# STANDARD DESIGN

20'-00"

- 6 feet wide
- 20' feet long segments
- Platform flush with the curb
- Plastic pallet subsurface
- Deck tile finish
- Planter boxes
- Stainless steel cables
- Moveable furniture

FRONT

BACK

20'-00"

BACK



# SAFETY

No Standing Anytime signs

Flexible delineators

Wheel Stop Bars

Painted White Parking Lane



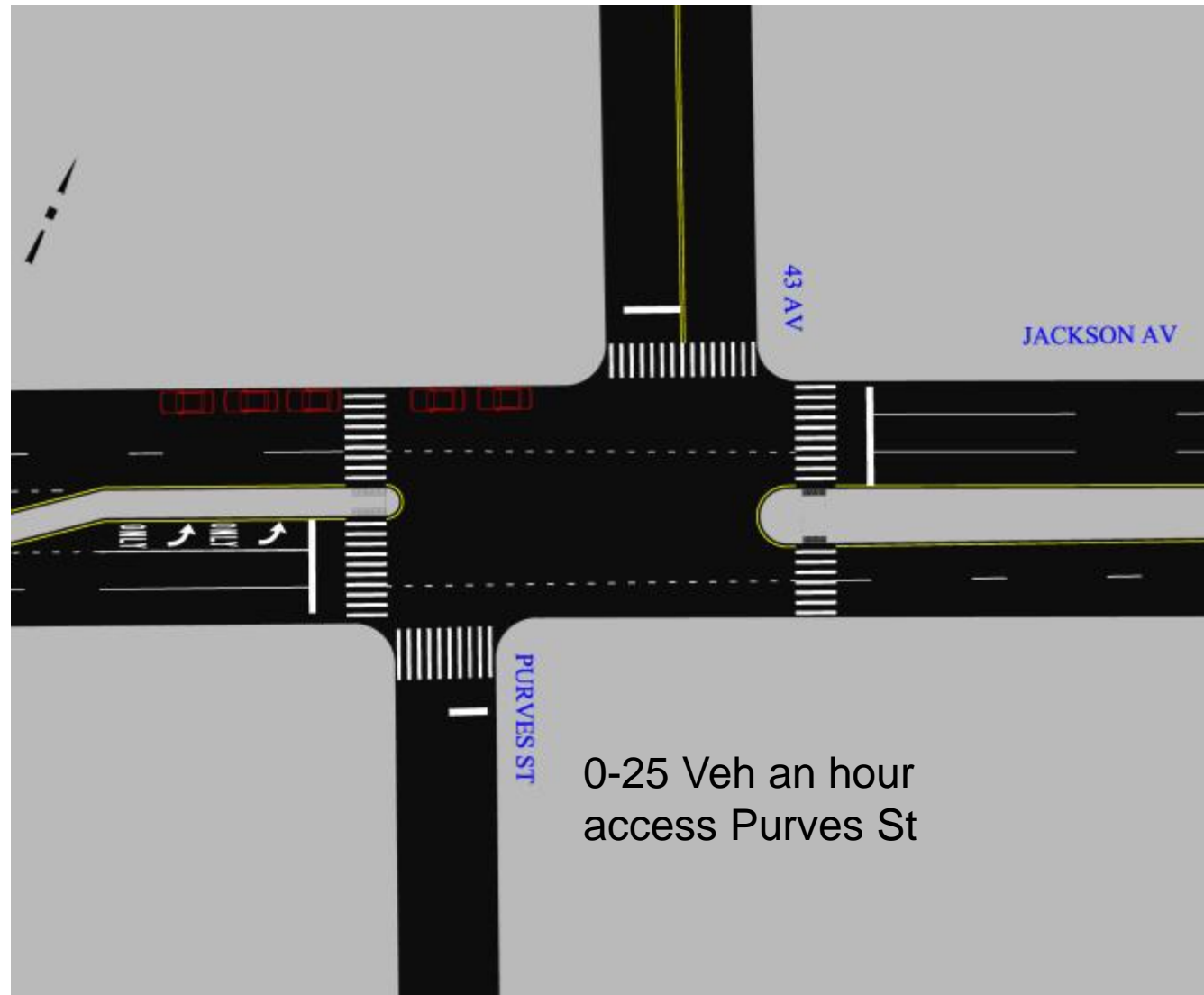
# PROJECT AREA

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- 9 crash injuries between 2010-2014 (1 severe)
- Transit connections at E/M/R at Queens Plaza & G/7 at Court Sq
- Jackson Ave/Purves St is in a Vision Zero Priority Area

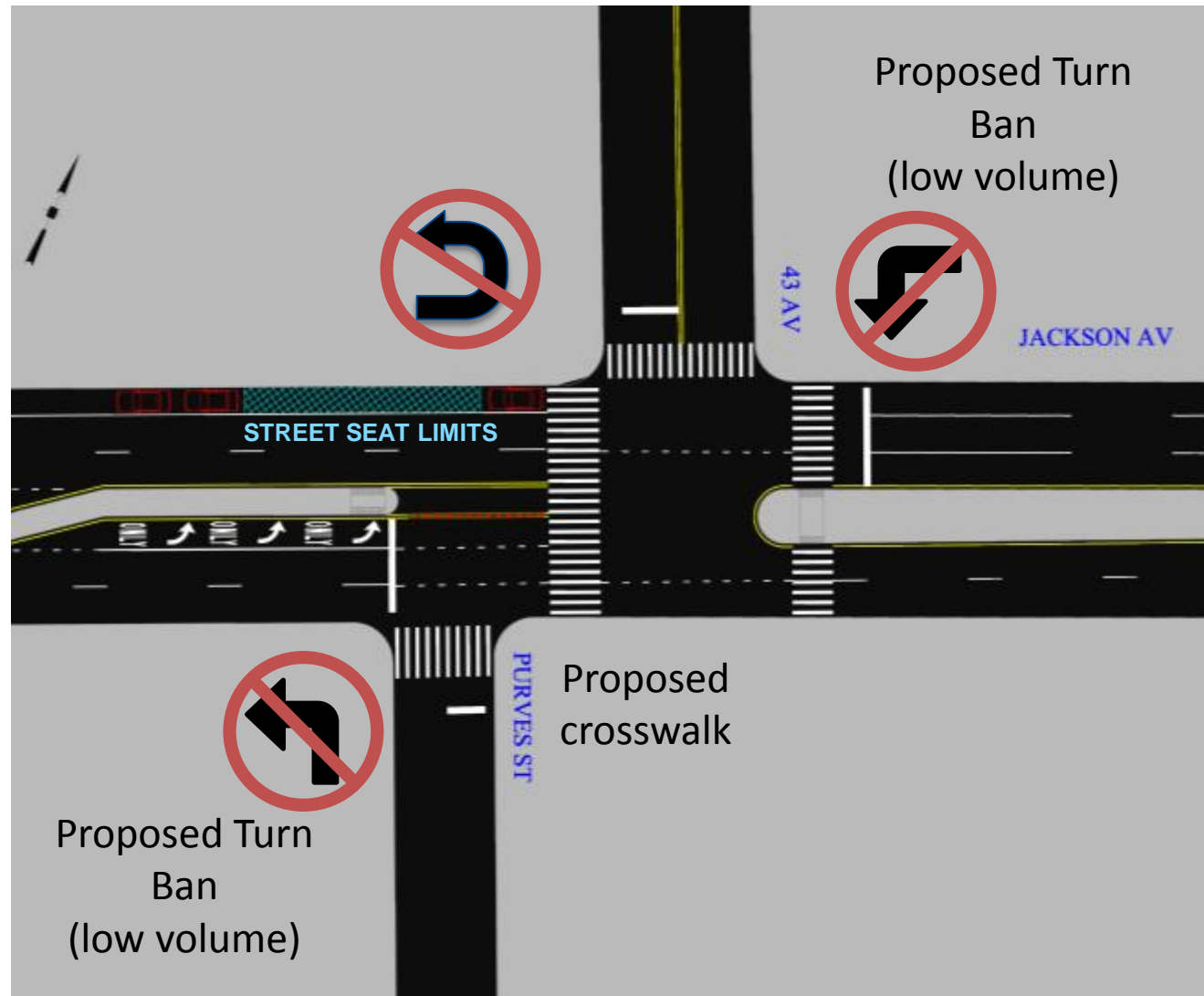
# EXISTING GEOMETRY

- Excessively wide intersection
- Prioritizes low volume dead end St
- Traffic counts were performed in Feb.2014 and Feb.2017 with little to no change



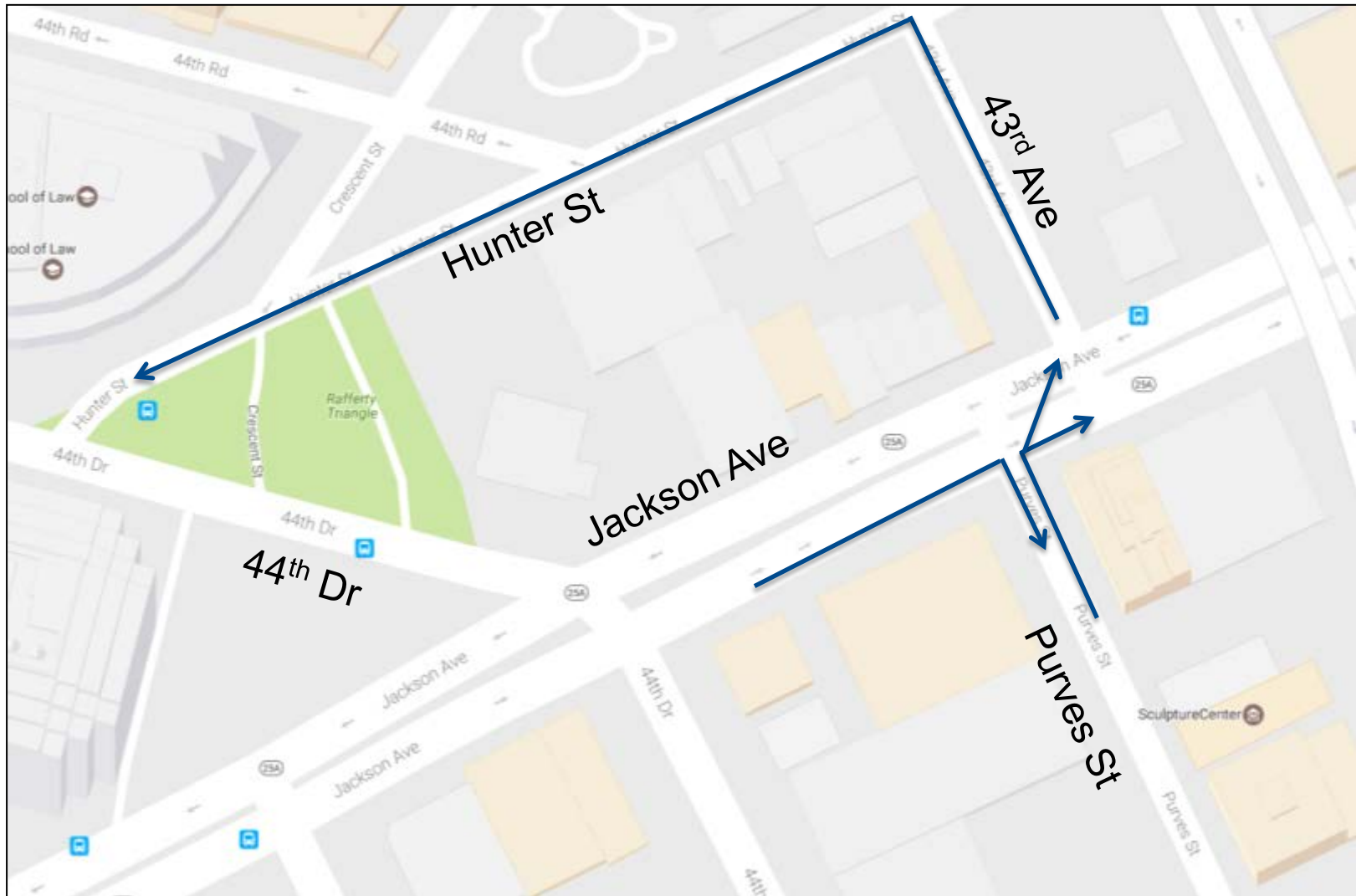
# PROPOSED GEOMETRY

- Provide direct crosswalk from 43<sup>rd</sup> Ave
- Simplify traffic movements
- Improves visibility of pedestrians in crosswalks
- Added protection for Street Seat





# TRAFFIC DIVERSION



# STREET SEAT OPERATION

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- All seating open to public
- No alcohol or smoking allowed
- No commercial activity (e.g., waiter service)
- Moveable furniture removed & stored by partner
- Partner responsible for maintenance via an agreement with DOT



# STREET SEAT BENEFITS

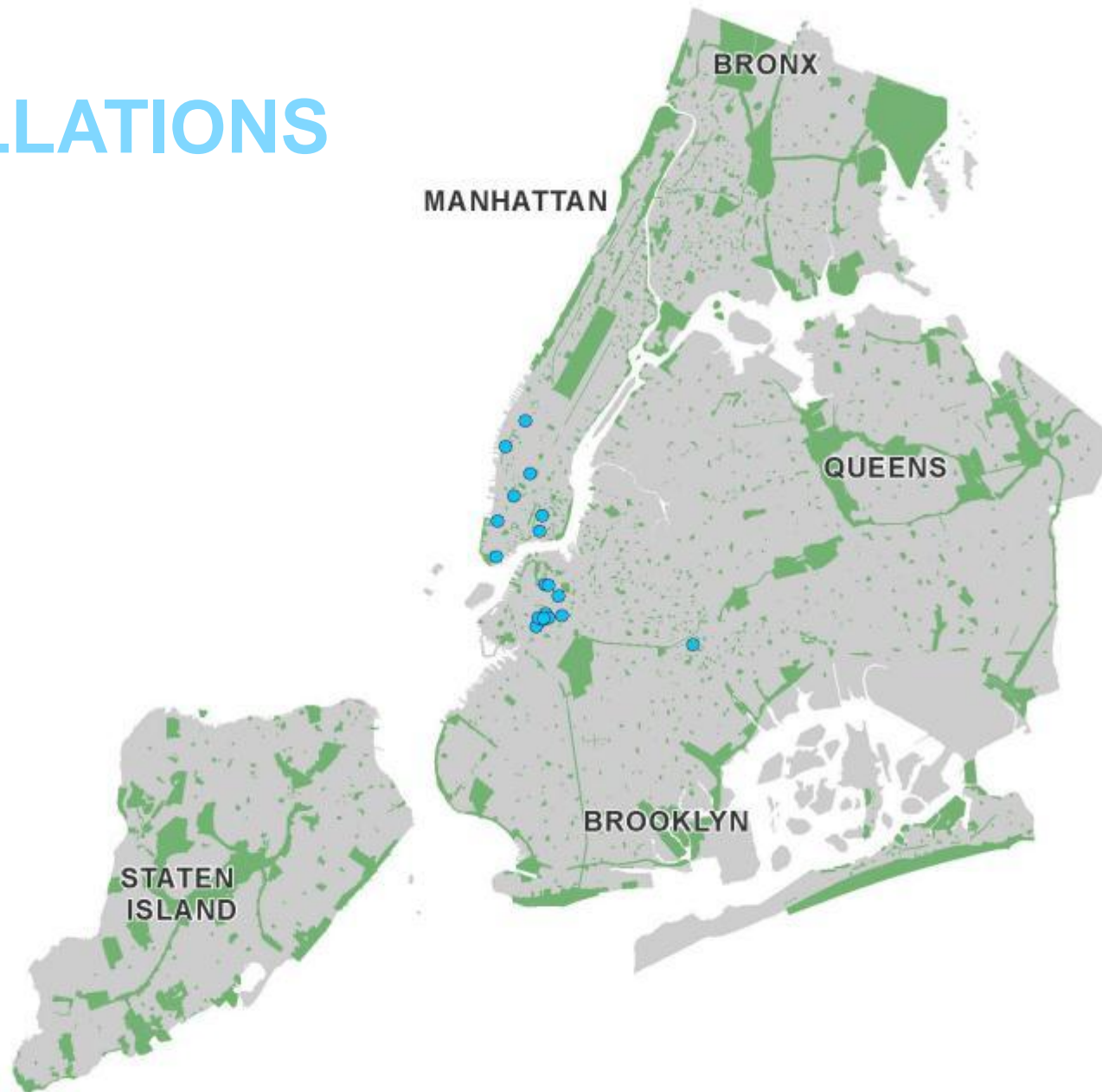
- More active street life
- Space of one parked car utilized by 100 people in a day
- Greenery and seating, open views

## **Economics**

- Sales up 10–15%



# 2016 INSTALLATIONS



# THANK YOU!

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## Questions?



NYC DOT



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