



**On June 28 and 29, 2011, FAB Alliance held public workshops on options for upgrading Fowler Square, facilitated by the Pratt Center for Community Development. The following presentation, in slightly different form, was part of the workshops.**

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# Plaza Program

## NYC Department of Transportation

- **Activates underutilized streets and spaces**
- **Transforms underutilized public space to create higher quality open space**
- **17 have been created; 25 in the works**
- **Permanent and temporary plazas**
- **Non-profit partner applies with a conceptual proposal for a public plaza; if awarded, is responsible for long-term maintenance**
- **DOT funds plaza design and construction**



# Bogardus Plaza at Hudson and Chambers

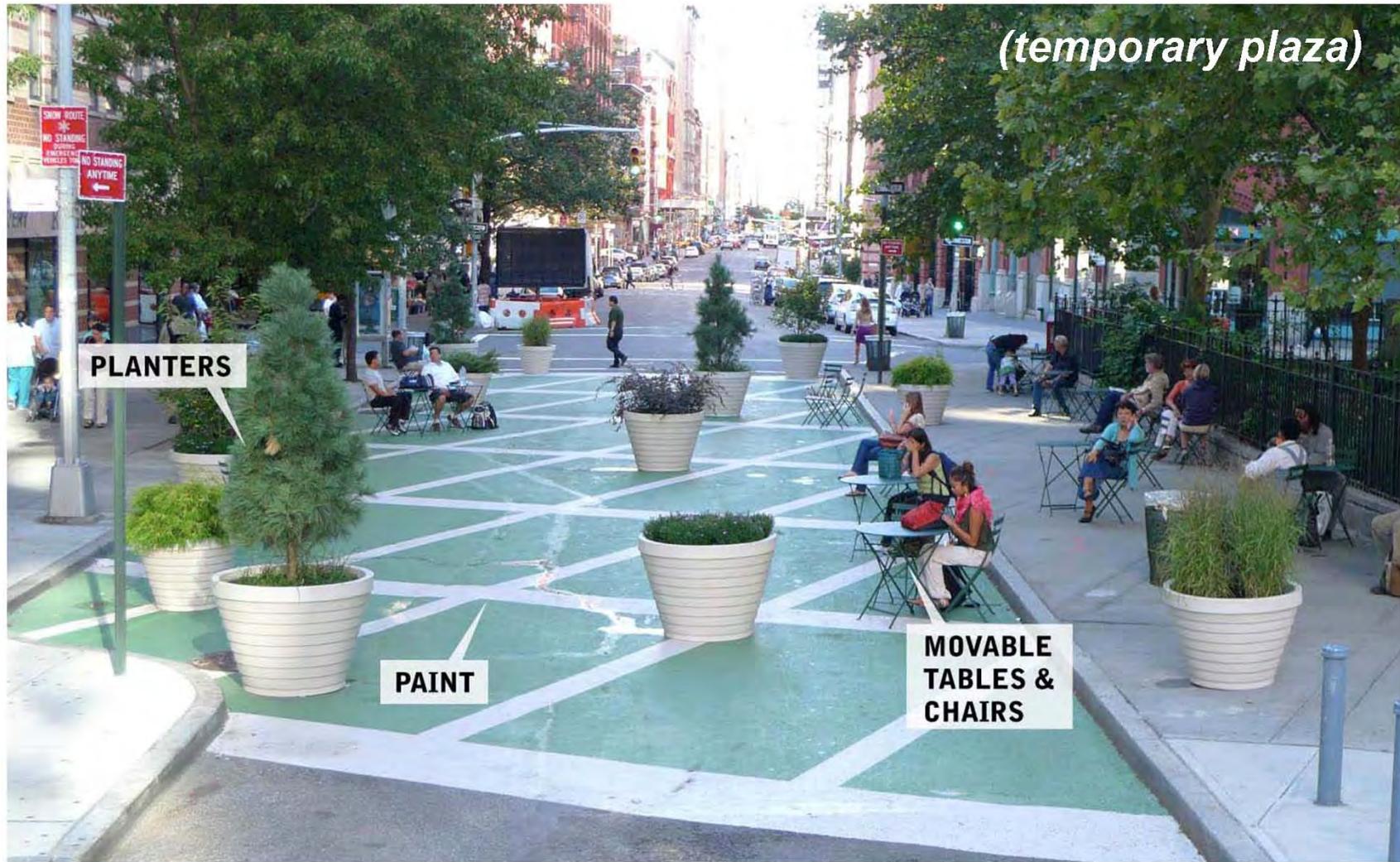


Photo: NYC Department of Transportation

# Madison Square at Broadway & 23<sup>rd</sup> Street



Photo: NYC Department of Transportation

# **Benefits of Public Plazas**

- **Respite from the hustle of urban life**
- **Cleaning the air through greenery**
- **Space for people from different backgrounds to come together**
- **Enhancing the pedestrian experience**
- **Outdoor and green space**
- **Flexible, multi-purpose space for community gatherings**

**A small sampling of other plazas →**

# Accra, Ghana



Photo: Ben Sutherland

# Washington, D.C.



Photo: Martha Heinemann Bixby

# Portland, Oregon



**Photo: Robert Britt**

# Brooklyn, NY (new plaza at Albee Square)



Photo: Paula Crespo

# **A plaza at Fowler Square**

- **“Gateway” to Fort Greene**
- **Oasis from busy Lafayette and Fulton Streets**
- **Improve pedestrian circulation routes**
- **Economic benefits to local business community**
- **Benefits to local schools, non-profits, cultural groups, etc.**
- **Showcase General Fowler**

**Current conditions at Fowler Square →**

# General Fowler is obscured by foliage



Photo: Sadra Shahab

# Uneven pavement



Photo: Sadra Shahab

# No place to sit, barren landscaping



Photo: Paula Crespo

# Looking west toward Downtown Brooklyn



Photo: Sadra Shahab

# Looking east toward Fort Greene



Photo: Sadra Shahab

# Looking west across S. Elliott Place



Photo: Phillip Kellogg

# Timeline of Project Outreach

**December 2009**

**Initial exploration  
of underutilized spaces  
on Fulton Street**



**January 2010**

**FAB presents concept  
for expanding Fowler  
Square to FGA  
Executive Board**

*Meeting held on South Elliott Place*

**February 2010**

**Series of discussions  
with merchants and  
property owners**

**Meeting with  
Council Member  
Letitia James**

**March 2010**

**NYC Plaza Program  
announces applications  
being accepted**

**June 2010**

**FGA Community  
Meeting: presentation  
of proposal concept,  
with Q&A and feedback**

*The Brooklyn Paper*

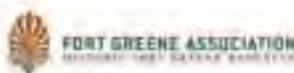
**Star**

*(Press coverage in print and local blogs)*

**May 2010**

**Community Board 2  
votes to express support for  
the FAB application to create  
a plaza at Fowler Square**

*(34 yes, 3 no, 0 abstentions)*



**FORT GREENE ASSOCIATION**  
RESIDENTS AND BUSINESS OWNERS

June 25, 2010

Mr. Thomas Egan  
FAS Board  
300 West 125th Street, 4th Floor  
Brooklyn, NY 11225

Re: Expanding Fowler Square - The Gateway to Fort Greene

Dear Mr. Egan:

For some time now the Fort Greene Association (FGA) has been making the revised FAS Family Square in the Gateway to Fort Greene a reality and the effect of the Fort Greene Association which established the vision and paved the way to its current setting.

The goal of this project is to expand Fowler Square from its current size to 100,000 sq. ft. and to create a new gateway to the neighborhood. The project will include the expansion of the existing building and the creation of a new building to the south. The project will also include the expansion of the existing building and the creation of a new building to the south. The project will also include the expansion of the existing building and the creation of a new building to the south.

As part of its ongoing effort to ensure Fowler Square at the Gateway to Fort Greene, the FGA has been pursuing multiple public use of which is the most a expansion and the other NYC Landmarks protection. Fowler Square and the surrounding area are currently under review by the FGA in conjunction with the NYC Landmarks Preservation Commission to ensure the surrounding area which the FGA and its members Andrew S. Colson have supported in the recent past. The FGA is currently pursuing the FGA request to expand the Fort Greene Historic District, comprising a 100-foot by 100-foot Historic District to form a new historic district. The Gateway will encompass all of Fowler Square.

The final review of the project will be the approval of the project by the Department of Planning and the Department of Transportation. The project will be subject to the same review as all other projects in the area. The project will be subject to the same review as all other projects in the area. The project will be subject to the same review as all other projects in the area.

Many of the details of the project are contained in the report for the FGA and its members. The report is available to all members of the FGA and its members. The report is available to all members of the FGA and its members. The report is available to all members of the FGA and its members.

Sincerely,  
  
Paul Finkler  
Chairman, The Fort Greene Association

300 West 125th Street, 4th Floor  
Brooklyn, NY 11225



**CITY OF NEW YORK**  
**Community Board No. 2**

300 WEST 125TH STREET  
BROOKLYN, NY 11225

June 25, 2010

Ms. Virginia Egan  
Senior Project Manager  
Office of Planning & Sustainability  
Department of Transportation  
30 West Street, 9th Floor  
New York, New York 10006

Dear Ms. Egan:

Community Board 2 has reviewed the project and the Department of Transportation.

As to the project, Community Board 2 is pleased to support the project and the Department of Transportation.

Sincerely,  
John Doe  
Chairman, Community Board 2

John Doe

June 25, 2010



Ms. Virginia Egan  
NYC Department of Transportation  
30 West Street, 9th Floor  
New York, NY 10006

RE: NYC DOT Plaza Program Application

Dear Ms. Egan:

I am writing to inform you of the results of the review of your application for the Plaza Program.

The review of your application was completed on June 25, 2010. The results of the review are as follows:

The application was approved for the Plaza Program. The results of the review are as follows:

The FGA has reviewed the application and the results of the review are as follows:

I am writing to inform you of the results of the review of your application for the Plaza Program.

Sincerely,  
  
John Doe  
Chairman, Community Board 2



June 24, 2010  
Ms. Virginia Egan  
NYC Department of Transportation  
30 West Street, 9th Floor  
New York, NY 10006

Dear Ms. Egan:

I am writing to inform you of the results of the review of your application for the Plaza Program.

The review of your application was completed on June 24, 2010. The results of the review are as follows:

The FGA has reviewed the application and the results of the review are as follows:

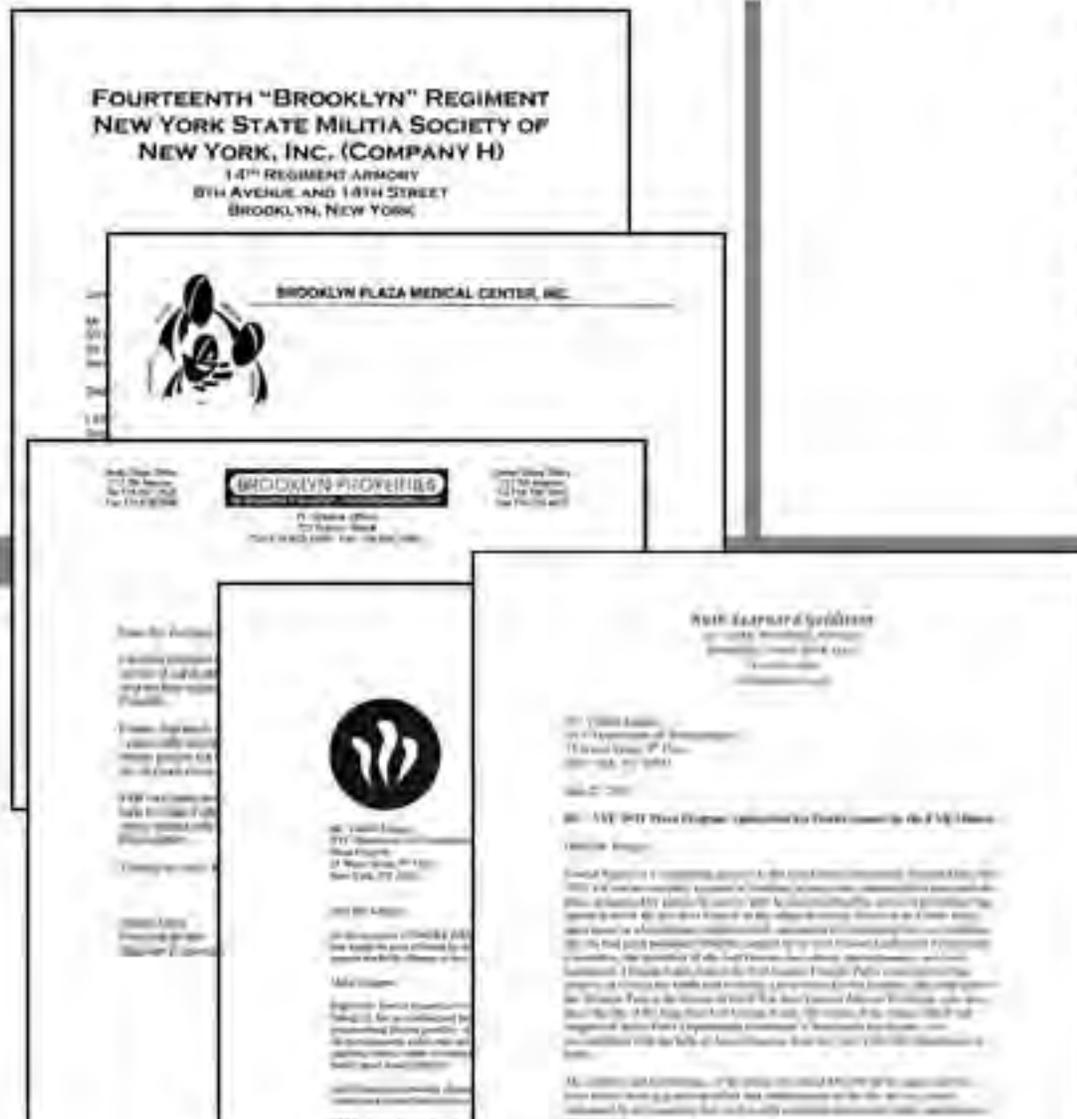
Sincerely,  
  
John Doe  
Chairman, Community Board 2

# June 2010 Letters of support for expanding and creating a Plaza at Fowler Square

*(support based on maximum community input in  
the design process, plus traffic studies)*

June 2010

# Letters of support from surrounding businesses, institutions, historians and activists:



- *Brooklyn Plaza Medical Center*
- *Brooklyn Properties*
- *The Smoke Joint*
- *Ruth Learnard Goldstein*
- *Howard Pitsch*
- *14th "Brooklyn" Regiment NY State*
- *Militia Society of New York*
- *Brooklyn Academy of Music*
- *Pratt Area Community Council*

**Application submitted**

**July 2010 - Current**

**On-going dialog with residents, businesses, elected officials, civic groups and NYC agencies**

**February 2011**

**Application selected**

**Community meeting of the FGA**

**May 2011**

**Pratt Center for Community Development engaged to create public workshops**

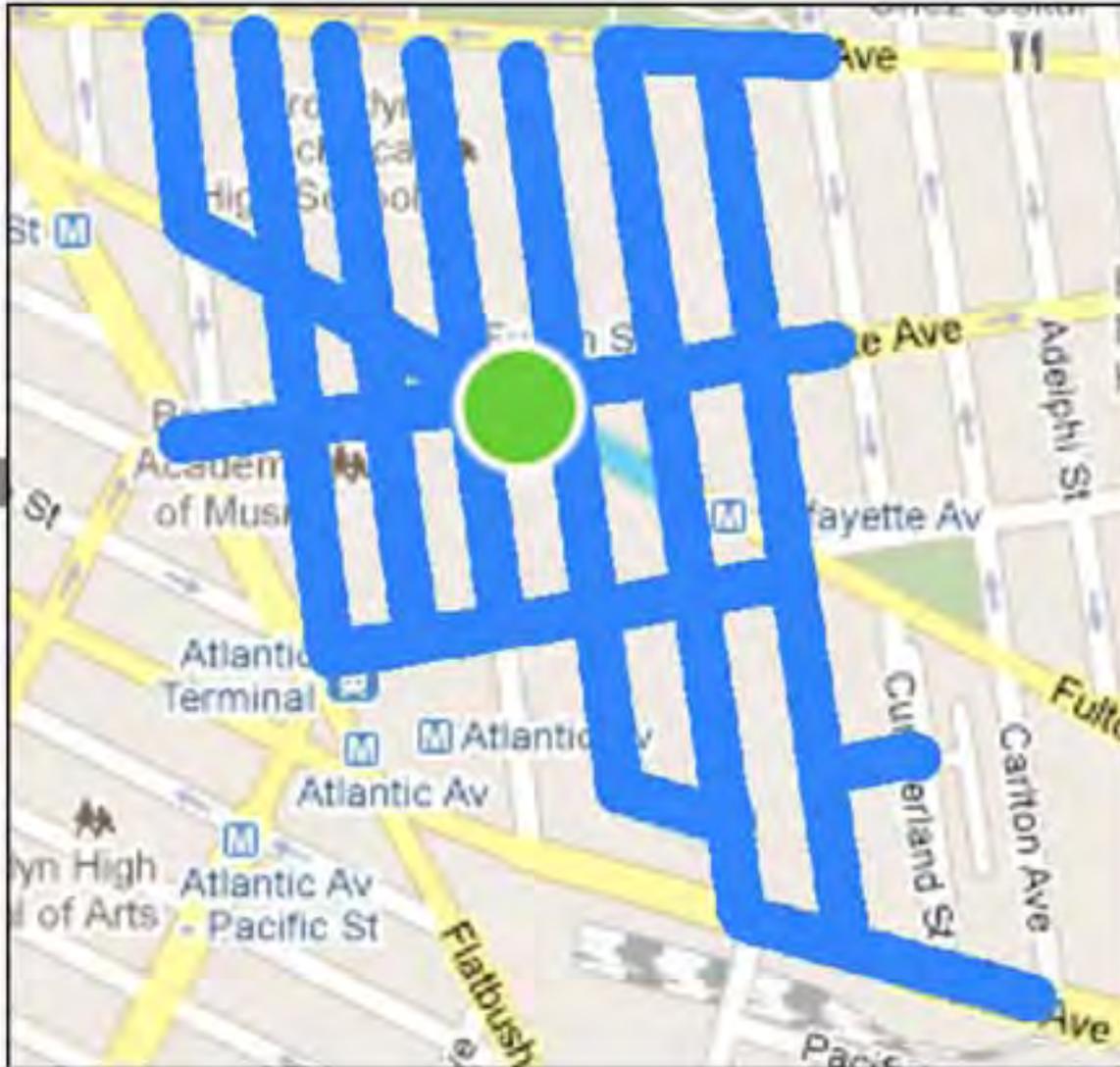


*(with support from Council Member Letitia James)*



**June 2011**

## **Public workshops announced**



**3,805 flyers sent  
by first-class mail**

(all areas indicated in blue)

**300 flyers delivered  
in-person and  
posted in windows**

**Press release to  
85 press contacts**

**eBlast request  
to individuals,  
block associations,  
civic groups**

## **Three configurative scenarios →**

- **No commitment has been made to size**
- **Final dimension will be based on FDNY and DOT analyses of impacts on traffic and emergency vehicle access**

*(Square footages shown are approximate)*

# Status quo



# Partial expansion to Lafayette and S. Elliott



# Full expansion to S. Elliott



# What is known today

- 1) The statue of General Fowler will remain (and may be moved to a new location in the plaza).**
- 2) Any new plaza will be accessible to all; no single entity will have ownership.**
- 3) It will be redesigned as a permanent plaza (which makes it a capital construction project).**



Photo: Sadra Shahab

**Plaza considerations →**

# **Maintenance: FAB Alliance responsibility**

- **Trash and litter pick-up**
- **Graffiti removal**
- **Snow removal**
- **Planting and horticulture, including watering**
- **Street furniture**

# **Traffic impacts**

- **Informed by formal DOT traffic studies**
- **Emergency vehicle access**
- **Retail deliveries**
- **Potential mitigation measures**

# **Ideas for pre-emptively addressing public safety & quality of life issues being considered**

- **Storing or chaining up furniture at night**
- **Lighting / illumination**

# **The pedestrian experience**

**DOT to study and implement enhancements:**

- **Traffic-calming**
- **Crosswalk improvements**

**Plaza possibilities →**

# Functions, programs, and events\*

- **Passive recreation**
- **Active recreation**
- **Book readings**
- **Historical tour gathering spot**
- **Ticket booth for small, local cultural groups' performances**
- **Games (board game tourneys, checkers, chess)**
- **Other events, performances**
- **Live music**
- **Seasonal variations in programming**
- **Wi-Fi access**

*\*This list is not finite and is only for suggestive purposes*

# Physical features\*

- **Benches, chairs, tables**
- **Art/sculpture**
- **Special pavement treatments and design**
- **Trees and plantings**
- **Water features**
- **Bike racks, shelters**
- **Lighting**
- **Shading**
- **Informational signage**

*\*This list is not finite and is only for suggestive purposes*

# Next steps

- |                                |  |
|--------------------------------|--|
| <b>July 2011</b>               | <b>Pratt Center and FAB provide feedback from public workshops to DOT.</b>             |
| <b>Remainder of 2011</b>       | <b>DOT conducts further detailed traffic studies.</b>                                  |
| <b>Late 2011 to early 2012</b> | <b>DOT &amp; design team host public workshop and present traffic studies.</b>         |
| <b>Mid-2012</b>                | <b>DOT hosts second public meeting to present consensus conceptual plan to public.</b> |
| <b>Mid to late 2012</b>        | <b>Community Board 2 reviews and votes.</b>  |
| <b>Mid to late 2012</b>        | <b>Public Design Commission reviews plaza design.</b>                                  |
| <b>Spring 2013</b>             | <b>Plaza construction begins.</b>  |