

Atlantic Avenue Leadership Conference – List of Attendees

A Cook's Companion
Amity Street Block Association
Arab-American Family Support Center
Axelle Fine Arts
BAM Local Development Corporation
Bedouin Tent
Better Buggy Car Rental
Boerum Hill Association
Borough President's Office
Breukelen
Brooklyn Academy of Music
BAM Local Development Corporation
Brooklyn Bridge Park Coalition
Brooklyn Bridge Park Local Development Corporation
Brooklyn Chamber of Commerce
Brooklyn Heights Association
Central State Street Block Association
Cobble Hill Association
Community Board 2
Community Board 6
Con Edison Councilmanic
District 38 Councilmanic
District 33 Court Street Merchants Association
Damascus Bread and Pastry
Downtown Brooklyn Council
84th Precinct Community Council
Flying Saucer
Fulton Mall Improvement Association
Gowanus Tunnel Coalition
House of the Lord Church
Hoyt Street Association
Independence Community Bank
Independence Community Foundation
Long Island College Hospital
Melting Pot
MetroTech Business Improvement District
Montague Street District Management Association
Neighbors United for Columbia Street
New York Marriott-Brooklyn
North Flatbush Business Improvement District
NYS Assembly District 52
NYS Senate District 25
NYS Senate District 18
Sahadi's
South Brooklyn Local Development Corporation
State Street Cathedral Block Association
Walgreens
Watchtower Bible and Tract Society
Waterfront Greenway Task Force
Willowtown Association
YWCA
Zawadi Gifts

**Atlantic Avenue Master Plan
Request for Proposals for a Master Planning Team
March 22, 2002**

I. Introduction

The Atlantic Avenue Local Development Corporation (LDC), in conjunction with the Atlantic Avenue Leadership Conference (Leadership Conference), invites proposals from qualified Master Planning Teams to prepare a Master Plan for Atlantic Avenue in Brooklyn, New York. The Master Plan will describe the means by which the Leadership Conference can achieve its vision of Atlantic Avenue as a great boulevard and an effective link among multiple communities and attractions.

History and Context

For at least 30 years, a host of community organizations, including the LDC, have worked to beautify and strengthen Atlantic Avenue from Flatbush Avenue to the waterfront. The LDC sponsored the last Atlantic Avenue-focused master planning exercise – 1988's Commercial Revitalization Study of about one half of this stretch of the Avenue. In January 2001, the LDC became convinced that a new Atlantic Avenue master planning effort was needed and set out to organize and fund that effort. The LDC's conviction arose out of three developments.

1. Many of the recommendations of the 1988 study had been adopted, and many of its predictions had come to pass. However, much had changed in the intervening 12 years, and a comprehensive view of the entire stretch of Atlantic Avenue from the waterfront to Flatbush had never been undertaken.
2. As the market surged in the mid- to late '90s, the generation-long efforts of local community organizations to ensure the appropriate revitalization of the street were showing fruit. For instance, the Atlantic Avenue Betterment Association (AABA) publishes an annually updated Shopping Guide and a Walking Guide and is sponsoring on-going graffiti removal. The LDC and AABA have sponsored streetscape treatments; these are "spreading" and being adopted by private businesses on the street. Community organizations urged a study of traffic calming; the City is conducting that study. Major public investment in infrastructure along and abutting the Avenue is underway. As these investments of public funds are being made, a growing number of destination and neighborhood retail establishments catering to an increasingly affluent population are opening; and commercial vacancy rates have fallen to less than half of 1988's more than 20%.
3. Most significantly, by early 2001, the State and City of New York had announced full public funding of Brooklyn Bridge Park, which will terminate at Atlantic Avenue's East River end, and significant public funding for the new Cultural District, a proposed mixed-use, multicultural arts district in the vicinity of the Brooklyn Academy of Music abutting Atlantic Avenue just across Flatbush Avenue. These "emerging anchors" will have a profound effect on Atlantic Avenue in the years to come.

By the summer of 2001, the LDC had obtained funding for the master plan and convened the Leadership Conference, a consortium of local resident and business groups, as well as individual community leaders. In the summer and fall of 2001, the Leadership Conference met to discuss goals and objectives for the master planning effort.

The LDC and Leadership Conference now seek professional assistance to achieve their goals. Although a declining market and the events of September 11 have slowed the momentum, it is still clear that in the next economic cycle, the Avenue's character will continue to evolve. The LDC is convinced that commencement of a master planning process now – while change is still nascent – is the best means of ensuring that the changes will be for the better.

Goals for the Master Plan

The Leadership Conference wishes to see Atlantic Avenue emerge as a great urban boulevard -- one with a distinct "tone" or "feel," at least partially set by anchor institutions ... with a mixture of neighborhood and destination retail drawing a diverse range of local and regional shoppers ... characterized by a well-planted, clean and inviting street treatment that encourages pedestrian activity ... unique in its historic character but welcoming diverse and contemporary influences ... with sufficient commercial and residential density to ensure a healthy retail climate and a lively atmosphere ... on which pedestrian and vehicular traffic co-exist with minimal tension for the mutual benefit of local residents and businesses, as well as to enhance regional economic development.

To achieve that vision, the Leadership Conference has adopted five goals for the master plan. The master planning effort will have been a success if, at the conclusion of the process, these events have come to pass:

1. *The means by which Atlantic Avenue will physically connect adjacent attractions and communities – particularly Brooklyn Bridge Park and the Cultural District -- has been described and at least conceptually approved by both the surrounding communities and the public agencies needed to effect the linkage.* When built out, the Cultural District and Brooklyn Bridge Park will "bookend" the section of Atlantic Avenue of interest to the Leadership Conference. However, there are, at present, no plans to actually link these future attractions to Atlantic Avenue. Achieving effective connections would strengthen the Atlantic Avenue retail corridor. By improving connections to the Cultural District and the Park, these new developments will also be strengthened. Likewise, we seek better connections via Atlantic Avenue to Downtown, the residential neighborhoods, MetroTech, colleges and universities, and other shopping strips. Ensuring that these linkages are created and are effective probably involves some combination of alterations to infrastructure, traffic management, streetscape improvements, signage, transit improvements, and, potentially, changes in property use/tenant mix and marketing of the Avenue, e.g. to encourage "spillover" from the Cultural District and the Park.
2. *The means by which Atlantic Avenue will become increasingly "walkable" has been described, and at least some small-scale projects designed to make the Avenue an appealing place to stroll have been launched.* Building on the increasing strength of the Avenue as a mixed-use retail and residential corridor requires making the Avenue more pedestrian-friendly. At present, long wide blocks; signals timed to speed traffic, including regional truck traffic; and the presence of certain municipal functions, including a jail, detract from walkability. It is unrealistic to think that these constraints can simply be removed. Infrastructure constraints and the location of regional industry dictate continued use of the Avenue for at least some trucks; further, diversion of commercial traffic onto the surrounding residential blocks is highly undesirable. However, the Leadership Conference believes that some combination of parking and traffic management practices (e.g., pedestrian medians and cross walks and/or neck downs), transit adjustments, new plantings with plans for their continued maintenance, and other streetscape improvements could do much to improve the current situation. Likewise, new lighting schemes to keep the Avenue well-lit and safe and to promote "24-7" use should be considered.
3. *The location, nature, and amount of desired new density has been identified.* Increased density is necessary to ensure the continued health of the retail corridor, particularly pedestrian-oriented neighborhood retail. It is also desirable from the point of view of engendering a lively street "feel." The Leadership Conference is seeking a practical strategy that examines the relative merits of residential, office, and other development (with street level retail) along the Avenue. Such a strategy must consider the location and amount of different types of new development, impact on parking and traffic management, required changes in zoning (if any), means and timeframe in which such development might be incentivized, adequacy of landmarks regulations, etc. It must also consider that substantial new development is either underway or planned – notably including redevelopment of the City-owned Court Street garage site and development of the State-owned lots at Smith/Hoyt/Schermerhorn Streets.
4. *A consensus regarding the traffic and parking management policies necessary to effect the vision of the Avenue as a great boulevard has emerged.* Underlying the preceding three goals is a recognition that a solution to traffic and parking problems is necessary if the vision of Atlantic Avenue as a great boulevard is to be realized. The Leadership Conference also recognizes the

regional importance of Atlantic Avenue to economic development in the city. What is needed is a process by which local and regional needs are balanced, following full and open discussion among all interested parties, including all members of the Leadership Conference, and based on facts and rigorous analysis.

5. *The Leadership Conference has evolved into an effective advocate for the policies required to implement the Master Plan.* Implementation of the Master Plan is likely to be a multi-year process that will not occur in the absence of sustained advocacy. The Leadership Conference is envisioned as the means by which the host of community organizations, businesses, and individuals who care about the Avenue develop and advance that advocacy position. In addition, it is hoped that the Leadership Conference evolves into a vehicle by which the group as a whole advocates for projects of particular interest to member organizations. Achievement of this final goal will necessarily influence the nature and focus of the Master Plan itself: the Master Plan must be primarily concerned with actions that are achievable by a coalition of committed, but volunteer, organizations.

II. Scope of Services

The planning process will consist of the following phases: (1) Investigation, (2) Development of Alternatives, and (3) Development of Draft and Revised Master Plans, as described below.

Phases of Work

1. Investigation

The Master Planning Team will undertake a short investigatory phase of work. The LDC will coordinate the collection of existing studies, investigations, interview notes, etc. and turn these over to the Master Planning Team immediately following selection. The Master Planning Team will doubtless identify additional documents during the Investigation phase, but the Leadership Conference's presumption is that the vast majority of documents will have been collected and work related to investigation of site conditions will have already been performed when the Master Planning Team comes on board. Respondents' proposed budgets should reflect that presumption. (Exhibit 1 lists all currently identified material, which will be housed in a Respondents' Library, and indicates the procedure for using the Respondents' Library.)

The product of this phase will be a Statement of Opportunities and Constraints – a concise statement of existing conditions, opportunities, and constraints relevant to realization of the five goals established for the master planning effort. This statement will include discussion of urban design, transportation/parking/pedestrian concerns, zoning, planting, lighting, public art, organizational, and financial considerations.

In addition, the statement will identify gaps, if any, in the relevant knowledge base and will indicate how these gaps will be addressed in the Alternatives phase of work. For instance, the statement will take a position on whether these traffic and parking-related concerns have been adequately studied to date:

- Appropriateness of current parking regulations, including "4-7 P.M. restrictions"
- Pedestrian safety and satisfaction
- Enforcement of current parking regulations, including permit parking
- Amount, location and configuration of parking
- Enforcement of current speed regulations
- Truck origin and destination

The preceding are *examples only*; there are a wide variety of issues other than traffic that will require similar examination. Further, the Leadership Conference recognizes that the fact that there is a gap in the knowledge base does not mean that this Master Plan must necessarily address it. Given a limited budget, the challenge will be to identify the discrete list of issues that can be effectively studied to increase the likelihood of the Master Plan's being implemented.

Completion of this phase of work will necessitate initial outreach by the Master Planning Team to the staff of a variety of City agencies. The Leadership Conference anticipates that these initial sessions will form the basis for a working relationship with those agencies that will evolve over the course of the project.

2. Development of Alternatives.

Development of alternatives will begin with a Planning Team-led "community workshop." (The LDC will identify all space needed for public meetings for the Planning Team.) This workshop will be an opportunity for public "brainstorming." The Planning Team will present relevant portions of the Statement of Opportunities and Constraints to the public, and the public will suggest potential responses to those opportunities and constraints.

Based on that workshop, the Planning Team will then produce scenarios that explore different approaches to the opportunities and constraints posed by the five goals for the Master Plan. Because this is not a classic master plan in which all or most of the affected land is owned or regulated by the client, the classic three design-based scenarios are not anticipated. Rather scenarios may explore different approaches to street furniture and landscaping, different approaches to traffic management, different approaches to bolstering pedestrian safety and friendliness, etc. For instance, alternatives might examine some or all of these traffic and parking-related questions:

- How to undo the Schermerhorn/Flatbush bottleneck
- How to accommodate growth in demand for parking
- Whether *and how* to establish new bus routes and/or establish trolley or jitney routes
- How to achieve pedestrian safety and friendliness in the "gap" between Court and Smith Streets and at the intersection of Atlantic/Fourth /Flatbush Avenue

The LDC and the Leadership Conference recognize that the number and nature of scenarios will need to be limited due to budget constraints. The LDC and Leadership Conference will work with the Planning Team in the week or so immediately following the community workshop to define the number and nature of scenarios that will best meet community goals while remaining within the Planning Team's budget. Respondents to this RFP are encouraged to discuss in their proposals how they would consider defining the scenarios to maximize debate while limiting cost and providing a coherent framework within which to conduct debate.

In any event, upon Planning Team completion of the analysis required for the scenarios, these scenarios will be presented at a second community workshop. This workshop should include an opportunity to "break out" into "focus groups" that provide a format for a working dialogue with major Brooklyn-based individuals/entities. Scenarios will also be presented to affected elected and appointed officials at the local and, potentially, State and Federal levels of government as well as to selected members of the development community. These latter presentations should focus on identification of barriers to implementation of community goals and the means by which those impediments can be overcome.

3. Development of Draft and Revised Master Plans.

Based on input received and direction from the LDC and the Leadership Conference, the Master Planning Team will then develop a Draft Master Plan. The Draft Master Plan will be reviewed with the public just as the alternatives were. The Draft Master Plan will discuss these items, presented graphically and in text:

- **Urban Design.** The LDC expects a conceptual plan, not working drawings. However, the level of detail required will include a vocabulary of site elements, such as paving, site furnishings, storefront design guidelines, etc. The urban design section of the Master Plan will explicitly consider and make recommendations regarding how the historic character of the Avenue can be enhanced -- without precluding the introduction of contemporary elements, indeed while encouraging the introduction of contemporary elements where appropriate. It will also explicitly consider how “walkability” will be enhanced, including consideration of street-level use, real and perceived pedestrian and retail establishment safety, and lighting.
- **Traffic, Transit, and Parking.** The Draft will include analysis sufficiently detailed and quantified to indicate how the five goals for the master plan can be met in a manner satisfactory to the local business and residential communities as well as public agencies. The Draft will include recommended responses to concerns about the impact of increased residential and commercial traffic on the quality of community and neighborhood life. In addition, it will examine parking options and recommend a solution to the challenge of providing appropriate parking (amount, location, and configuration), which will include analysis of alternative modes of transportation. Finally, the draft will include recommendations with respect to physical alteration of the infrastructure as well as changes in traffic management.
- **Zoning.** The Draft will include any recommended changes to the existing zoning required to effect the goals of the Master Plan, particularly with respect to increased density and parking. These recommendations will need to be made in the context of other rezoning proposals being made. The Draft will identify all land use applications, including any changes to the landmarks regulations, zoning map and/or text amendments and other discretionary actions and permits, which will be required in order to implement the Plan.
- **Long Term Planting Plan.** This section will specify planting design elements and describe a street tree management plan, as well as a maintenance program for other plantings.
- **Signage Plan.** This section will incorporate, as appropriate, the work of the Downtown Signage Consortium (see Exhibit 1).
- **Lighting Design.** The Draft will include a recommended street lighting scheme and other options for increasing nighttime use of the Avenue. Lighting schemes should consider streetlights and lighting of building fronts. The practicality (and desirability) of installing light poles other than those currently in the City’s inventory should be assessed.
- **Implementation Plan.** This section will:
 - ◆ recommend the nature, schedule and budget (including cost estimates for capital items) of subsequent activities – in detail for the 1-5 year period following adoption of the Plan and conceptually for the 5-20 year period following Plan adoption;
 - ◆ recommend roles and responsibilities of the Leadership Conference, its members, relevant public agencies, and private investors.

Based on review and input, the Master Planning Team will then prepare the Revised Master Plan. The Revised Master Plan is envisioned as a primarily Web-based (PDF Acrobat) product. A limited number of CD-ROMs (and hard copies of interim analytic products) will be requested, but the Leadership Conference does not anticipate this becoming a major cost item. The Leadership Conference explicitly does not wish to allocate scarce resources to expensive printing of multiple copies of a paper document.

Schedule for Completion of Scope of Services

The schedule for completion of the Scope of Services will be made part of the contract with the selected Team:

Schedule for Selection of the Master Planning Team

- | | |
|-----------------------------|--------------------|
| • March 20, 2002 | RFPs Issued |
| • April 4, 2002 | Pre-Bid Meeting |
| • April 17, 2002 | Responses Received |
| • May 3, and 6, 2002 | Interviews |
| • May 13, 2002 | Selection of Team |
| • On or about July 15, 2002 | Letter to Proceed |

Schedule for Completion of the Scope of Services

- | | |
|--|------------------------------|
| • 30 days following Letter to Proceed | Investigation Complete |
| • 90 days following Letter to Proceed | Design Alternatives Complete |
| • 120 days following Letter to Proceed | Draft Master Plan Complete |
| • 150 days following Letter to Proceed | Revised Master Plan Complete |

III. Proposal Submission

Requirements

The successful respondent to this RFP will demonstrate that it has the requisite experience, expertise and understanding of the issues required to realize the established goals. Therefore, the Master Planning Team will include planners, landscape architects, traffic engineers, and community and economic development professionals. Other disciplines may also be proposed. The lead firm will be an urban design/planning or a landscape architecture firm with substantial experience in large scale planning exercises.

Further, Teams should demonstrate:

- Excellence in the design of urban streets, including a demonstrated ability to plan for an effective balance between commercial and residential needs, as well as local and regional needs
- Excellence in landscape architecture in similar environments, including knowledge of planting techniques and requirements in dense urban areas
- Substantial experience in collaborative planning that engages key concerned individuals/entities in the process
- A history of design excellence that respects existing neighborhood and community context
- Substantial experience in providing innovative solutions to challenges related to access, and experience in planning development that accommodates mass transit, vehicular access, and pedestrians
- Involvement with projects that get built and, when built, inspire superior design in surrounding development projects
- Superior strategic, financial and market analysis qualifications
- Excellence in establishing design guidelines for architectural elements

- Cost effective and timely fulfillment of contractual requirements
- The commitment of senior design talent to the project
- A distinguished track record for the designated Project Manager

Teams interested in serving as the LDC's Master Planner will make this demonstration by submitting a proposal containing the following items:

- A scope of work, including approach and methodology. Respondents are urged to use this section to demonstrate their understanding of the issues inherent in meeting the five established goals listed on pages 2-3 of this RFP. Commentary on those goals is encouraged. Rote repetition of the Scope of Services contained in this RFP is neither expected nor encouraged.
- A management plan describing the composition of the Master Planning Team, including an organization chart and discussion of the role of each Team member in the overall effort.
- A discussion of the Master Planning Team's approach to structuring and maximizing the value of community participation in the Master Planning process.
- Qualifications of the firms and individuals proposed to be involved, including:
 - Description of relevant projects previously undertaken;
 - Resumes of individuals proposed to be involved; and
 - Biography of the Project Manager (the individual with day-to-day responsibility for Master Planning Team management) indicating which projects that individual has previously managed.
- A fee proposal, which should include the fully loaded hourly billing rates of individual key personnel and of categories of junior staff. This fee proposal should also indicate the time proposed to be committed to the project by the Project Manager and other key personnel. Anticipated expenses should be separately listed and detailed. **Respondents are advised that at this point in time, a total of \$225,000 is committed to the master planning effort. Respondents may suggest "extras" that would require use of funds in addition to this amount, but respondents' price proposal, inclusive of expenses, for a base scope of services must not exceed \$225,000.** In addition, the fee proposal should make *very clear* the cost of all proposed traffic analysis and what *exactly* is proposed for that cost. The relative value of traffic analysis proposed will be a key evaluative criterion.

Respondents are strongly urged to limit their responses to 25 pages or less (exclusive of project descriptions and resumes). Twenty copies of the document should be submitted to the LDC's offices **by 5 P.M. on April 17, 2002**. Envelopes should be clearly marked "Atlantic Avenue Master Planning Team" and addressed as follows:

Atlantic Avenue Local Development Corporation

494 Atlantic Avenue

Brooklyn, NY 11217

Attn: Carl Blumenthal

Pre-Bid Meeting and Tour

To assist respondents in preparation of their proposals, a pre-bid meeting and Avenue tour will be held on April 4, 2002 at 11:00 AM. It will convene at a location to be identified that will be posted on the LDC's website not later than close of business March 22, 2002. Respondents are strongly urged to attend this meeting, although we request that the size of each Team delegation be limited to two people. To aid in

the structuring of the pre-bid meeting, we request that all questions regarding this RFP may be submitted in writing, in advance, by close of business April 2. These questions, and the answers to them, will be summarized and distributed at the pre-bid meeting. Questions should be submitted to Carl Blumenthal at the above address, or via fax (718, 385-7505) or email (atlantic494ldc@aol.com).

Questions posed at the pre-bid meeting itself, and not submitted in advance, will also be answered at the meeting, and those questions and answers distributed after the meeting to all attendees.

All Teams attending the pre-bid meeting will be asked to identify the proposed lead firm. While this designation will not bind the Team, it will dictate the distribution of subsequent correspondence, if any (see below).

Other Inquiries Regarding this RFP

Questions that arise after the pre-bid meeting date should be submitted by the proposed lead firm of the responding Team in writing to Carl Blumenthal. These questions will be answered in writing, and the answers distributed to all other proposed Team lead firms. Other than purely ministerial questions, no questions will be answered orally. After close of business April 15, 2002, no questions whatsoever will be answered.

IV. Master Planning Team Selection Procedure

The Leadership Conference will employ a formal scoring methodology in evaluation of written responses:

- Understanding of and approach to the problem 35%
- Experience of lead firm in leading similar efforts 25%
- Experience of proposed Project Manager in leading similar efforts 20%
- Experience of other Team member firms in similar efforts 10%
- Cost/benefit of proposed traffic analysis 10%

The LDC and Leadership Conference welcome submissions from firms not located in New York City. New ideas and new approaches are of very great interest. Nonetheless, given the centrality of the traffic and parking management concerns, respondents are advised that *demonstrated* success in gaining approval of recommendations by the New York City Department of Transportation (and other relevant local transit and transportation agencies), especially of recommendations new or novel to New York City, will weigh heavily in the selection process.

After reviewing the proposals, highly ranked respondents will be invited to make an oral presentation. **We anticipate scheduling these interviews for May 3 and/or 6, 2002, selecting a firm the following week, and issuing a notice to proceed to the selected firm by mid-July.**

The LDC and the Leadership Conference reserve the right to suggest changes in Master Planning Team composition, as well as not to make any award at all. The selection process will, in all respects, be an open and competitive selection process and will afford minority and women-owned businesses a maximum opportunity to participate.

V. Administrative Matters

In undertaking its charge, the LDC is operating under contract with the City of New York. Therefore, the lead firm of the selected Master Planning Team will, for contractual purposes, be a subcontractor of the City of New York. This procurement will be subject to certain City procurement regulations. The contract between the LDC and the lead firm of the selected Master Planning Team will be subject to the availability of City funds.

Exhibit 1: Data Availability

Respondents' Library

The LDC is in the process of establishing a Respondents' Library at its offices. Master Planning Team members may make appointments to use the Library at their convenience. Appointments should be made by contacting Carl Blumenthal by fax, email or by phone (718, 875-8993).

Documents contained in the Library may not be borrowed or copied during the procurement period, but must be read in the Library at the time of the appointment. Copies of all documents contained in the Library will be made for the successful Master Planning Team following selection.

If and as additional documents become available during the procurement period, these will be added to the Respondents' Library, and the lead firm of each responding Master Planning Team will be so notified. As of this writing, the following documents are contained in the Respondents' Library:

[List in formation- to be posted no later than close of business, March 22, 2002]

Name:

Prepared for:

Prepared by:

Date:

The report includes:

The Master Plan Goals

1. Strengthen Connections to Existing and emerging Attractions and Communities

Atlantic Avenue is anchored by the East River and the future Brooklyn Bridge Park on the west and BAM to the east. The Avenues is also surrounded by great neighborhoods, Downtown Brooklyn, restaurants, and retail establishments. Connections are important both along and across the Avenue.

2. Increase Walkability of the Street

While Atlantic Avenue is walkable today, improvements can be made to increase pedestrian safety and enhance the pedestrian experience both along and crossing the Avenue.

3. Identify New Development Opportunities

Atlantic Avenue is a mature corridor with very few undeveloped sites available for new development. The neighborhoods surrounding Atlantic Avenue have tremendous spending power and are significantly undeserved from a retail perspective. There is pent up market demand and limited space on the Avenue. The goal is identifying viable sits and the necessary tools and incentives to enhance redevelopment and reinvest on the Avenue.

4. Achieve Consensus on Traffic Management Policies Needed to Accomplish the Vision of the Avenue as a Great Street

Atlantic Avenue is a major transportation corridor and will continue as one for the foreseeable future. Traffic management issues reange from traffic speed and volume to peak hour parking regulations. The goal is to balance the functional needs of the Avenue with the pedestrian and business needs of the community.

5. Organize for Effective Implementation

Implementation of the Master Plan is likely to be a multi-year process that will occur in the absense of sustained advocacy. The [Leadership Conference](#) is envisioned as the means by which the host of community organizations, businesses and individuals who care about the Avenue can develop and advance the advocacy position. The vision of the Master Plan must be achievable by coalision of organizations in an incremental fashion.



The Master Plan Recommendations

1. Improve Connections

There are many connections along and across the Avenue that need to be improved. Specifically, the intersection of Furman and Columbia Streets, Boerum Place and Fourth and Flatbush Avenues.

2. Create Development Opportunities

The neighborhoods surrounding Atlantic Avenue are undeserved by retail. The current vacancy rate is about 5%, or roughly 37,000 square feet, comprised of several small spaces. With the surrounding neighborhoods having tremendous spending power, the challenge for new development is not market, but rather availability of space. The master plan focuses on identifying prime development sites that with appropriate incentives serve as catalysts for change.

3. Create Gateways to the Avenue

Most people first experience Atlantic Avenue through one of the major gateways; the Brooklyn Queens Expressway (BQE) and future Brooklyn Bridge Park on the East River, Boerum Place from the Brooklyn Bridge, and the Fourth Avenue/Flatbush Avenue intersection at Times Plaza. Each of these locations has the opportunity to provide a unique arrival experience to Atlantic Avenue.

4. Organize the Public Realm/Streetscape

There are many areas of the Avenue that have beautifully developed streetscape elements. However, the Avenue suffers from gaps in the streetscape amenities. Specifically, gaps between street trees and street/pedestrian lighting. Improvements to the overall streetscape character and image can be accomplished by infilling these gaps.

5. Improve Parking

A major issue for the merchants on the Avenue is the lack of parking and the negative impacts of the peak hour parking regulations. A primary focus on the master plan is identifying areas for improvement with the parking regulations.

6. Implement Priorities

The consultant team, with guidance from the [Leadership Conference](#), established seven [Implementation Priorities](#) as a result of this master plan.



[The Master Plan Implementation Priorities](#)

1. Redevelopment of the Brooklyn Men's House of Detention

The House of Detention has been temporarily closed. It is still a Department of Corrections asset. Steps should be taken to secure the site for redevelopment as a mixed-use development project with retail on the ground floor and residential above.

For poster, please click [HERE](#)

2. Streetscape Implementation

Infill street trees and pedestrian lights, relamp existing light fixtures, add trash receptables, bike racks, wayfinding signage, and benches.

For more information about "Atlantic Avenue Doorway Lighting Project" click [HERE](#).

3. Boerum Place Zoning Analysis

A detailed zoning analysis for the Boerum Place opportunity sites should be completed with the City Planning Department. This effort should capitalize on existing community support, adjacent redevelopment, and ongoing efforts in Downtown Brooklyn.

4. Flatbush Avenue

A detailed study addressing the full range of pedestrian and transportation circulation for Flatbush/Atlantic Avenues and associated intersections is critical. This study should be coordinated with ongoing development efforts in downtown Brooklyn, BAM, and the Atlantic Terminal.

5. Boerum Place Intersection Improvements

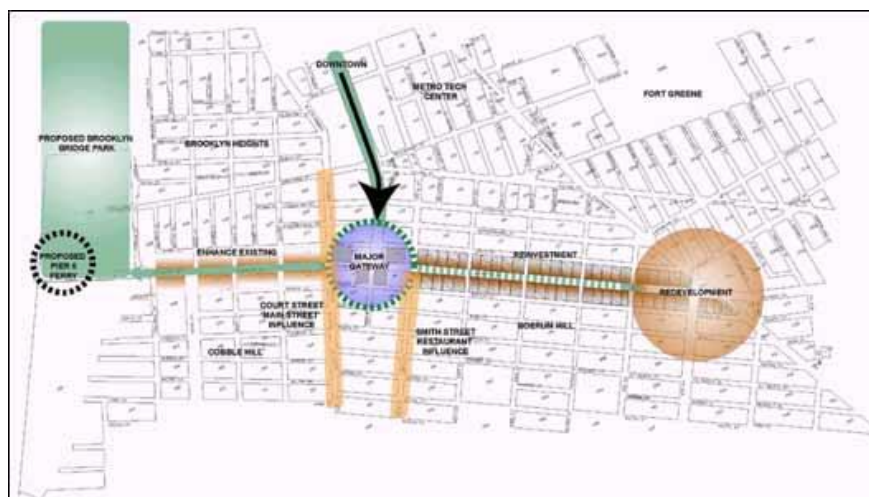
A detailed study and preliminary design should be pursued for Boerum Place between Atlantic Avenue and Joralemon Street.

6. Intersection Improvements at Columbia and Furman Streets and the BQE

Extend Atlantic Avenue to the East River and provide a strong pedestrian connection to the future Brooklyn Bridge Park by realigning the Columbia and Furman Streets intersections and BQE ramps. Coordinate these improvements with the Brooklyn Bridge Park design team.

7. Parking Improvements

Reduce peak hour parking regulations on the south side of Atlantic Avenue from Boerum Place to Third Avenue. Install 'muni-meters', and increase parking time limit from one to two hours.



For Immediate Release

Contact: Liana Hawes
718-855-9854
Electronic Artwork Available

MASTER PLAN FOR ATLANTIC AVENUE TO BE RELEASED Public Distribution at Atlantic Antic September 21

September 16, 2003 Brooklyn, NY-- On September 21 the Atlantic Avenue Local Development Corporation, on behalf of the Atlantic Avenue Leadership Conference, will publicly distribute the long-awaited Master Plan for Atlantic Avenue in Brooklyn. A 4-color brochure of the plan will be handed out to thousands at the annual Atlantic Antic Street Festival. Prepared by Denver-based Civitas, Inc. the plan promises to transform Atlantic Avenue in Brooklyn into a great urban boulevard. Goals of the plan include increased walkability, development of consensus on traffic management policies, strengthening connections to emerging attractions and communities and facilitating implementation, which is expected to be a multiyear process. Distribution will be at Atlantic Avenue and Boerum Place from 12:30PM to 6PM on Sunday September 21 during the Atlantic Antic.

As a seam between well-established brownstone neighborhoods and downtown Brooklyn, Atlantic Avenue is anchored on the East by Atlantic Terminal and on the West by the East River. The Plan proposes strengthening links with Brooklyn Bridge Park and BAM Cultural District -- forming a corridor between "gateways" that link development sites and creating physical and visual connections between key destinations. These include a potential Ferry Stop at Pier 6, an improved intersection at Boerum Place connecting Atlantic Avenue with Brooklyn Bridge and an improved Flatbush Avenue intersection connecting the Avenue with BAM, Atlantic Terminals and other Brooklyn neighborhoods.

Seven implementation priorities are identified. Closing of the Brooklyn Men's House of Detention tops the list followed by streetscape improvements, redesign of three major intersections and parking improvements. "This is not just about aesthetic changes, this is a plan that will positively impact the future of the entire Atlantic Avenue community," said Candace Damon, President of the Atlantic Avenue LDC. "Atlantic Avenue must no longer be viewed as a thoroughfare to travel through; it is also a vibrant destination. As such, crossing Atlantic Avenue should be simpler and safer than crossing the Atlantic," added Sam Schwartz, President, Sam Schwartz LLC.

The plan also considers the unique character of Atlantic Avenue as a special zoning district, a major thoroughfare, a neighborhood street and a commercial district with an eclectic retail mix. Development opportunities are identified: the plan notes that the neighborhood is underserved by retail and demonstrates where space could be available. The Civitas team has been working for 11 months on the plan, largely informed by a series of public town hall meetings convened by the Atlantic Avenue Leadership Conference, a coalition of over 50 community groups, elected officials and businesses. The Conference's goal is to improve Atlantic Avenue for the benefit of retailers and the surrounding neighborhoods.

The Atlantic Avenue Local Development Corporation is a Section 501(c)(3) not-for-profit organization committed to the economic development of the Atlantic Avenue area from Fourth Avenue to the East River waterfront in Brooklyn, New York. In addition to sponsoring the annual Atlantic Antic, the organization's activities include implementation of streetscape improvements, historic storefront preservation, and advocacy on issues of importance to the retail and residential community. For more information, call AALDC at 718-875-8993.

For Immediate Release

Contacts:

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BUILDING THE BOULEVARD

BROOKLYN'S MAIN STREET BRIGHTENS WITH ADVANCED LIGHTING TECHNOLOGY First-Ever Installation Revitalizes Atlantic Avenue Doorways Impact of LDC's Master Plan Now Apparent in Public Spaces

Brooklyn, New York - November 5,, 2004 -Tonight, the Atlantic Avenue Local Development Corporation (LDC) and innovative lighting leader OSRAM SYLVANIA will provide an exclusive preview of "Lighting The Boulevard," the first LED-based lighting program to improve an entire streetscape. The program, using LED (light emitting diode) technology, initially focuses on Atlantic Avenue between Hoyt and Bond streets, and will span the Avenue from the southern end of Brooklyn Bridge Park to the Brooklyn Academy of Music (BAM) Cultural District at the western edge of Fort Greene-a key retail growth area. The lighting will help invigorate the nighttime experience on the Avenue, and will decrease energy costs by 80 percent and provide illumination on building exteriors for up to 10 years with virtually no maintenance.

Renowned lighting artist Leni Schwendinger of Light Projects, Ltd. created a complete illumination program using the advanced lighting technology developed by SYLVANIA. Working with DesignPlan, a leading fixture manufacturer, Schwendinger developed a forward-looking system in landscape lighting. The donation of the recently developed LED technology to the LDC provides the opportunity to feature innovative lighting in a non-traditional application on building doorways. The program, now in its pilot phase, can be replicated, and sets a bold direction for bringing life to streetscapes throughout the U.S.

"Atlantic Avenue is thrilled to be the first community to utilize SYLVANIA's advanced LED-based lighting coupled with Leni Schwendinger's creative vision," said Candace P. Damon, president of the Atlantic Avenue Local Development Corporation. "The technology and design address a long-standing need for better streetscape lighting that will illuminate historic structures, promote economic development and boost pedestrian well-being, all while lowering energy costs for owners," Damon added.

"The lighting of historic Atlantic Avenue using SYLVANIA's pioneering LED technology offers a remarkable example of the evolution of lighting, where lighting will make the restoration of a neighborhood more complete," said Charlie Jerebek, OSRAM SYLVANIA president and CEO. "OSRAM SYLVANIA is proud to support the effort by the Atlantic Avenue LDC to light the boulevard and encourage visitors to experience the vibrancy and rich cultural heritage of this community."

The LDC commissioned Schwendinger to conceptualize and implement a lighting design that would illuminate 150 doorways on a historic retail avenue that suffers from gaps in streetscape amenities, according to a 2002 Master Plan study of this section of Atlantic Avenue. She developed a customized family of fixtures to mark the threshold where public sidewalk space and private doorway meet. With input from individual building owners Schwendinger designed a lighting fixture with a simple profile and neutral appearance to create a welcoming glow and significantly reduce energy costs and for an eclectic mix of boutiques and restaurants.

The LDC has funded installation of 13 doorways thus far, and is currently identifying additional funding sources to extend the installation over a two-year period. The design would support a rejuvenated retail corridor on Atlantic Avenue between the East River waterfront and Fourth Avenue.