Atlantic Avenue

Atlantic Avenue between Flatbush Avenue and the East River is one of the great streets of New York. It is home to a mosaic of vibrant cultural backgrounds, vibrant and successful businesses, long-standing institutions, and rich architectural character. The 3.5 miles stretch of Atlantic Avenue knits together the established neighborhoods of Brooklyn Heights, Cobble Hill, Boerum Hill, and Downtown Brooklyn.

The avenue serves as both a major transportation corridor and a vibrant neighborhood street. In its major east-west connection through Brooklyn, as well as a local connection between neighborhoods, destinations, and activities. The renaissance of Downtown Brooklyn, the surrounding neighborhoods, Brooklyn Academy of Music (BAM), and the Brooklyn waterfront have influenced the uses and activities of the avenue.

The scale and length of the Avenue, its relationship to well-established communities, and the connection to other major streets and avenues at either end presents an opportunity for Atlantic Avenue to become a grand urban street.

Goals

Strengthen connections to existing and emerging attractions and communities:

- Atlantic Avenue is a major corridor and way to access the neighborhoods surrounding Atlantic Avenue. The neighborhoods surrounding Atlantic Avenue have tremendous spending power, the challenge for new small spaces. With the surrounding neighborhoods having a unique mix of businesses, retail shops, restaurants, and institutions; a neighborhood street with many unique goods and services including food markets, laundromats, dry cleaners, car services, pet shops, bike shops, and the like;
- a destination for shopping and dining;
- a place to buy antique, rare, and unique home furnishings;
- diverse in its architecture and scale with historic buildings and new structures, offices, finance, private freestore buildings, and a few buildings up to twelve stories;
- a diverse mix of culture and history and;
- a sense of foods of the world, particularly the Middle Eastern Flavors

The diversity of Atlantic Avenue is one of its greatest assets, a tool should be preserved and built on to achieve new business and real estate investment.

Life on Atlantic Avenue

- a healthy and vibrant commercial corridor;
- a unique mix of businesses, retail shops, restaurants, neighborhoods, and institutions;
- a street with tremendous energy and momentum;
- a major thoroughfare for automobiles and trucks;
- a neighborhood street with many more goods and services including food markets, laundromats, dry cleaners, car services, pet shops, bike shops, and the like;
- a destination for shopping and dining;

Reduce or eliminate PM peak hour parking

Community members provided input at a series of public and community organizations of the Atlantic Avenue area.

The Master Plan was developed through an open public process engaging business owners, investors, developers, and agencies through one-on-one interviews, Leadership Conference meetings, and public workshops.

This brochure is a summary of the most important results of this process. For more information, please visit online.

Atlantic Avenue is the seam between well established brownstone neighborhoods and Downtown Brooklyn. Anchored on the west by Atlantic Terminal and on the east by the river, it is the primary commercial and transportation corridor connecting these neighborhoods and uses.

The Master Plan was developed within an open public process engaging business owners, investors, developers, and agencies through one-on-one interviews, Leadership Conference meetings, and public workshops.

Organize the Public Realm

There are many areas of Atlantic Avenue that have beautifully developed streetscape elements. However, there are gaps and opportunities for improvement and additional development efforts in Downtown Brooklyn, BAM, and the Atlantic Terminal.

Boerum place zonation analysis

A detailed zonal 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 the ongoing efforts in Downtown Brooklyn.

Flathub Avenue

An in-depth study addressing the full range of pedestrian transportation circulation for Flatbush/Atlantic Avenue and associated intersections is critical. This study should be coordinated with ongoing development efforts in Downtown Brooklyn, BAM, and the Atlantic Terminal.

Boerum Place intersection improvements

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

Intersection improvements at Columbia and Furman Streets and the BQX

To extend Atlantic Avenue to the East River and provide a strong pedestrian connection to the future Brooklyn Bridge Park, coordinate these improvements with the Brooklyn Bridge Park design team.

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 hour to two hours.

Implementation Priorities

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.

Street scape implementation

Infill trees and pedestrian lights, ramp-existing light fixtures, add trash receptacles, bike racks, wayfinding signage, and benches.

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Master Plan Recommendations

Improve connections

There are many connections along and across the Avenue that need to be improved. Specifically, the interactions of Flatbush Avenue, Henry, Court, Boerum, Smith, Bond, Third, and Fourth Streets should be completed with the City Planning Department. This effort should capitalize on existing community support, adjacent redevelopment, and the ongoing efforts in Downtown Brooklyn.

Create gateways to the Avenue

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

Organize the public realm/streetscape

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Intersecti...
**Pier 6 Gateway - Development Opportunities**

Atlantic Avenue is the southern gateway to Brooklyn Bridge Park. With the park and Pier 6 through 12 in the early stages of development, there is a great opportunity for the redevelopment of Pier 6 as a mixed-use extension of Atlantic Avenue. The redevelopment of Pier 6 can provide a mix of retail shops, food and entertainment, galleries, studios, mixed-use activities (both residential and future ferry terminal) and complementary residential development.

**Flatbush Avenue**

The intersection of Fourth, Atlantic, and Flatbush Avenues serves as the gateway to most of Brooklyn’s neighborhoods. The new development above the Atlantic Terminal and the existing and future development at BAM has created an identity at the eastern end of the Avenue. Strengthening physical and visual connections between these facilities and the Avenue is an important aim.

- Improve Fourth Avenue providing a direct and safe pedestrian crossing from the Atlantic Terminal, BAM, to the adjacent neighborhoods.
- Provide wayfinding signage to direct pedestrians.
- Construct a physical landmark of Fourth and Flatbush Avenues to identify the start of Atlantic Avenue.
- Study a series of Flatbush Avenue intersections between Livingston and Pacific Streets to resolve the traffic, pedestrian conflicts.
- Evaluate a parallel circulator for traffic and transit to alleviate congestion on the Avenue.

**Pier 6**

Due to increased pedestrian activity on the west end of the Avenue, it will be critical to improve these intersections.

1. **Redevelop Columbia and Furman Streets**: Redesign the street and provide safer and better pedestrian crossings (this alignment allows for either a one-way or two-way Furman Street)
2. **Eliminate the eight right movements from the BQE exit ramp to exacerbate Atlantic Avenue to reduce traffic speeds and decrease pedestrian crossing distance**.
3. **Tighten the turning radius** for the northbound BQE ramp to reduce travel speeds and decrease pedestrian crossing distance.

**Development Opportunity Sites**

Four primary opportunity sites were identified at the Boerum Gateway. Each of the sites has the potential to become a mixed-use building site and identify the importance of Atlantic Avenue. Site 1, the Saint Vincenzi parking lot, currently zoned C6-2A. The current zoning, which defines development criteria including allowable uses, height and bulk, is adequate for a viable redevelopment. However, the service station sites and adjacent vacant lots (sites 2A, 2B, 3A, 3B and 4) will require some spacing, allowing greater height and bulk, to entice developers to make the sites financially feasible for redevelopment.

- **Option 1**: Wider landscaped median with bike lanes
- **Option 2**: Wider landscaped median with bike lanes and landscaped medians

**House of Detention**

Although the House of Detention is still a Department of Corrections facility, the recent temporary closing creates possibly the greatest development opportunity on the Avenue. Located at one of the busiest corners on the Avenue, this 42,000 square foot site provides a large parcel in the heart of the Avenue. The site is currently zoned C6-2A, consistent with the zoning of adjacent developing parcels. The existing zoning makes redevelopment of this site financially feasible for the private development community.

At the new parcel and approximately 201,000 square feet, the existing building contains only one-half of the available density and bulk allowed on site. If the site were secured for redevelopment, the structure may be able to be renovated with additions or new structures to maximize the available floor area as illustrated. Another approach is to demolish the existing structure and construct a new mixed-use project on the site.

**Broerum Place Gateway**

A reconfigured Boerum Place will strengthen the connection from the Brooklyn Bridge and Downtown Brooklyn to Atlantic Avenue. New development will signify the arrival to Atlantic Avenue.

Diagram of Atlantic Avenue - Pier 6 and Brooklyn Bridge Park connections and interface

Conceptual mixed-use redevelopment of the service station sites at Boerum Place and Atlantic Avenue

Conceptual mixed-use redevelopment of the service station sites at Boerum Place and Atlantic Avenue

Conceptual townhome development along Pacific Street addressing the greatest development opportunity on the Avenue.