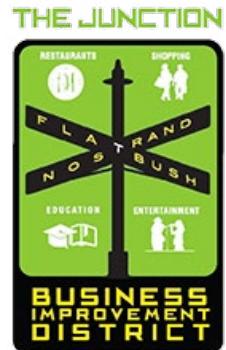




HILLEL PLACE PLAZA

THE JUNCTION

Urban Placemaking and Management
UPM609 Lab Analysis of Public Space
Assoc. Prof. David Burney
Assist. Prof. Meg Walker



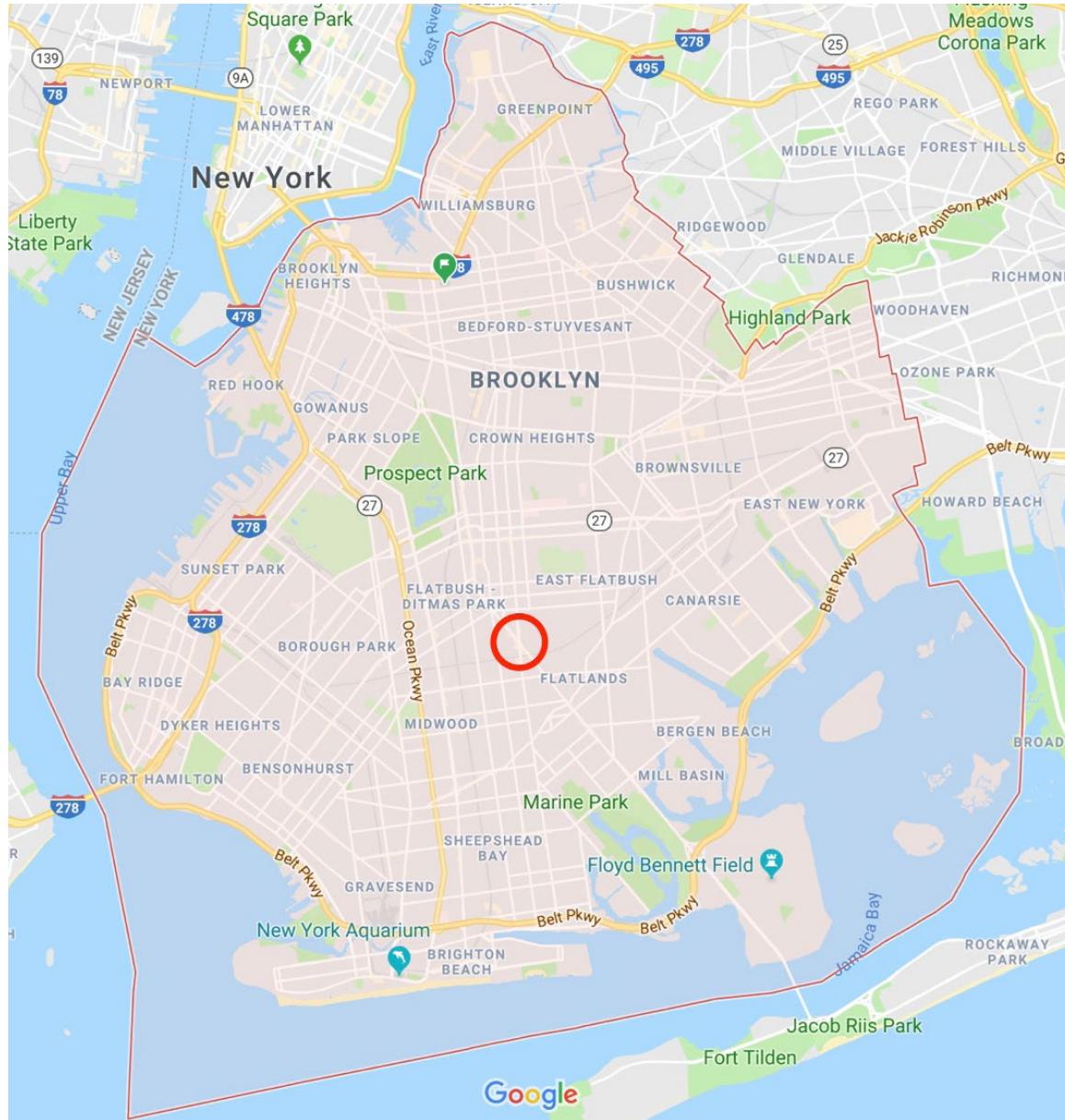
Pratt

Kristin Brown
Claudia Castillo de la Cruz
Jackson Chabot
JiaYi Cheng (Grace)
Alex DeWitt
Lindsay Fischer
Molly Greenberg
Daniela Hurtarte
Saba Jaberolansar
Daniel E. Miyagusko
Harsh Prajapati
Dhanya Rajagopal
Koichiro Tamura
Nasha Virata
Jane Viswana

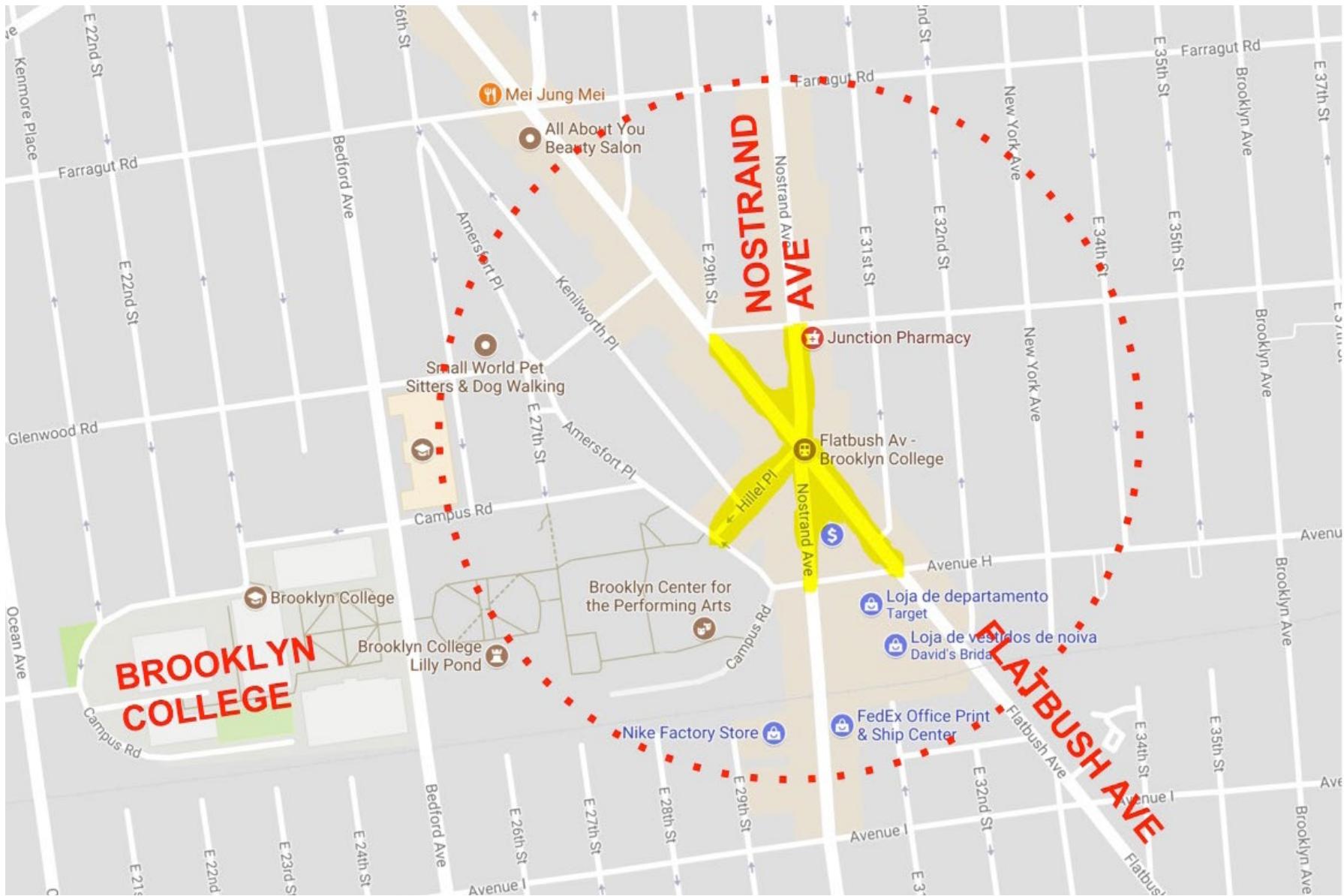
Outline

1. History & Place
2. Physical Characteristics
3. Community Engagement & Analysis
4. Placemaking Recommendations
5. Conclusion

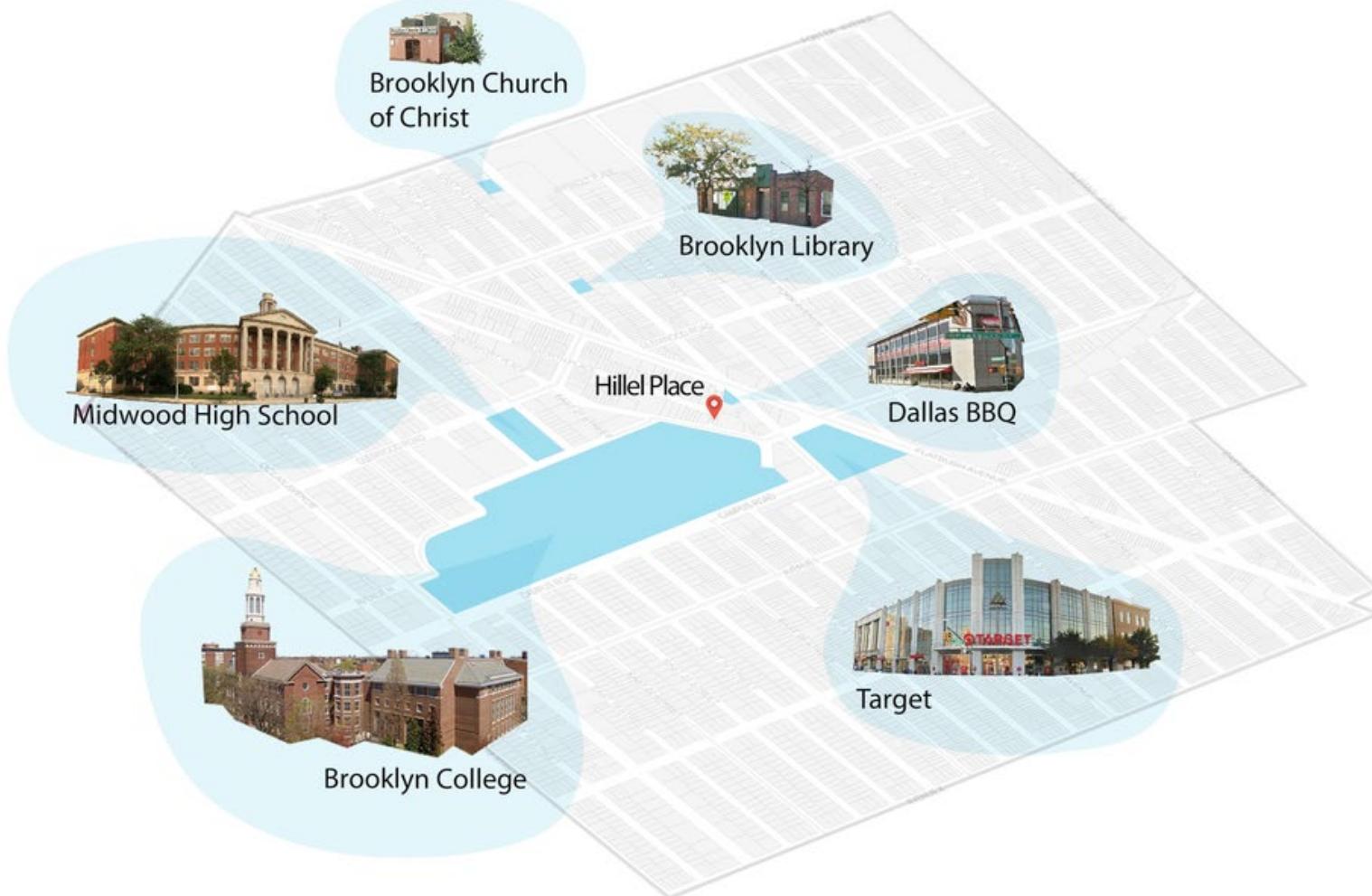
Locating the Junction



Locating the Junction



Locating the Junction - Landmarks



Context: History & Place

History of the Junction - 1860



History of the Junction - 1916



History of the Junction - 1950s



The Junction Today



Hillel Place Today



Context: Physical Characteristics

Study Area

Hillel Place & The Junction
½ mile surrounding area

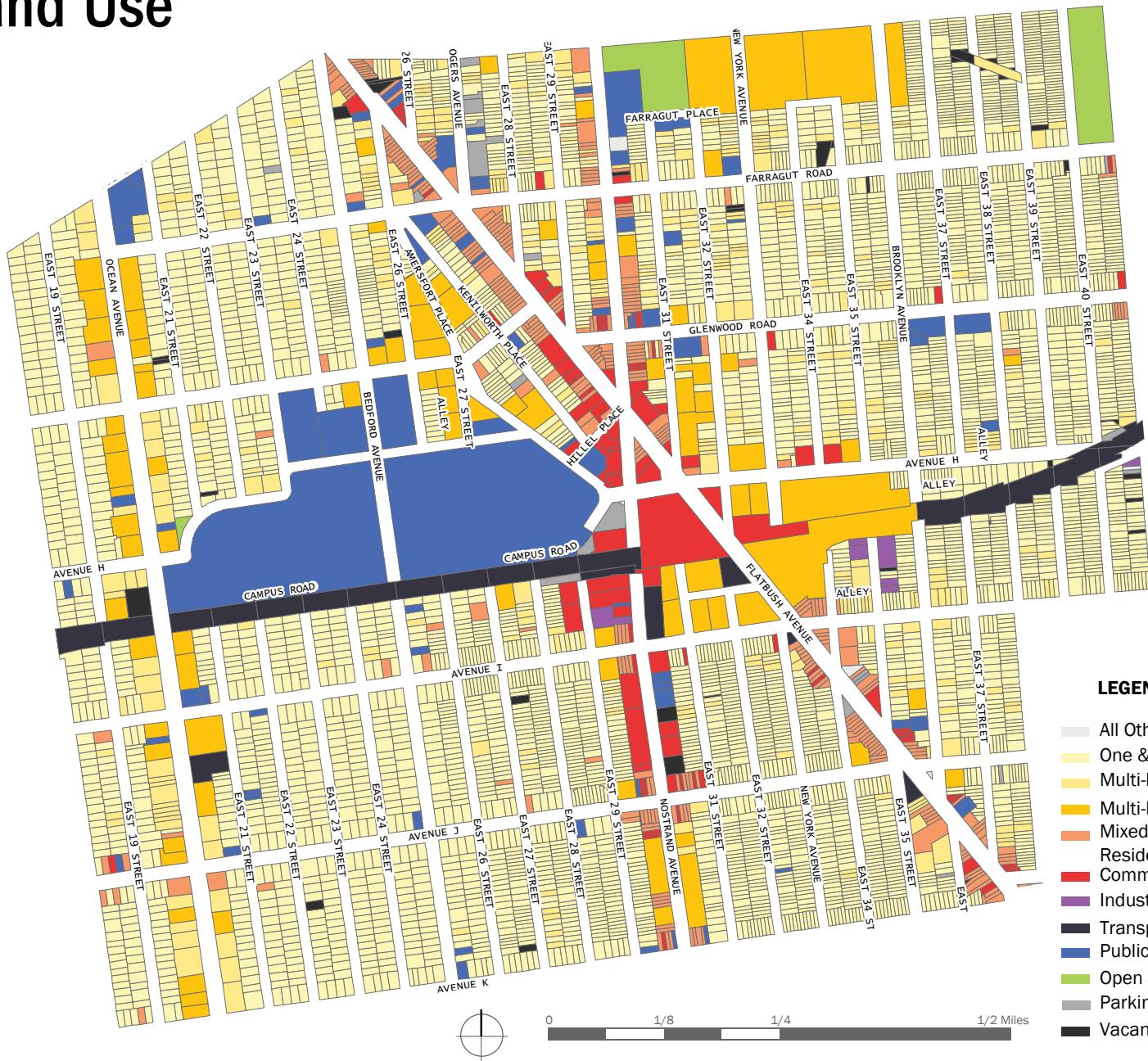
15 Census Tract:
742, 740, 776, 780, 784, 786,
782, 788, 770, 764, 766, 772,
762, 752, 750,

Neighborhoods:
Flatbush
Midwood
Manhattan Terrace
East Flatbush
Flatlands
Marine Park

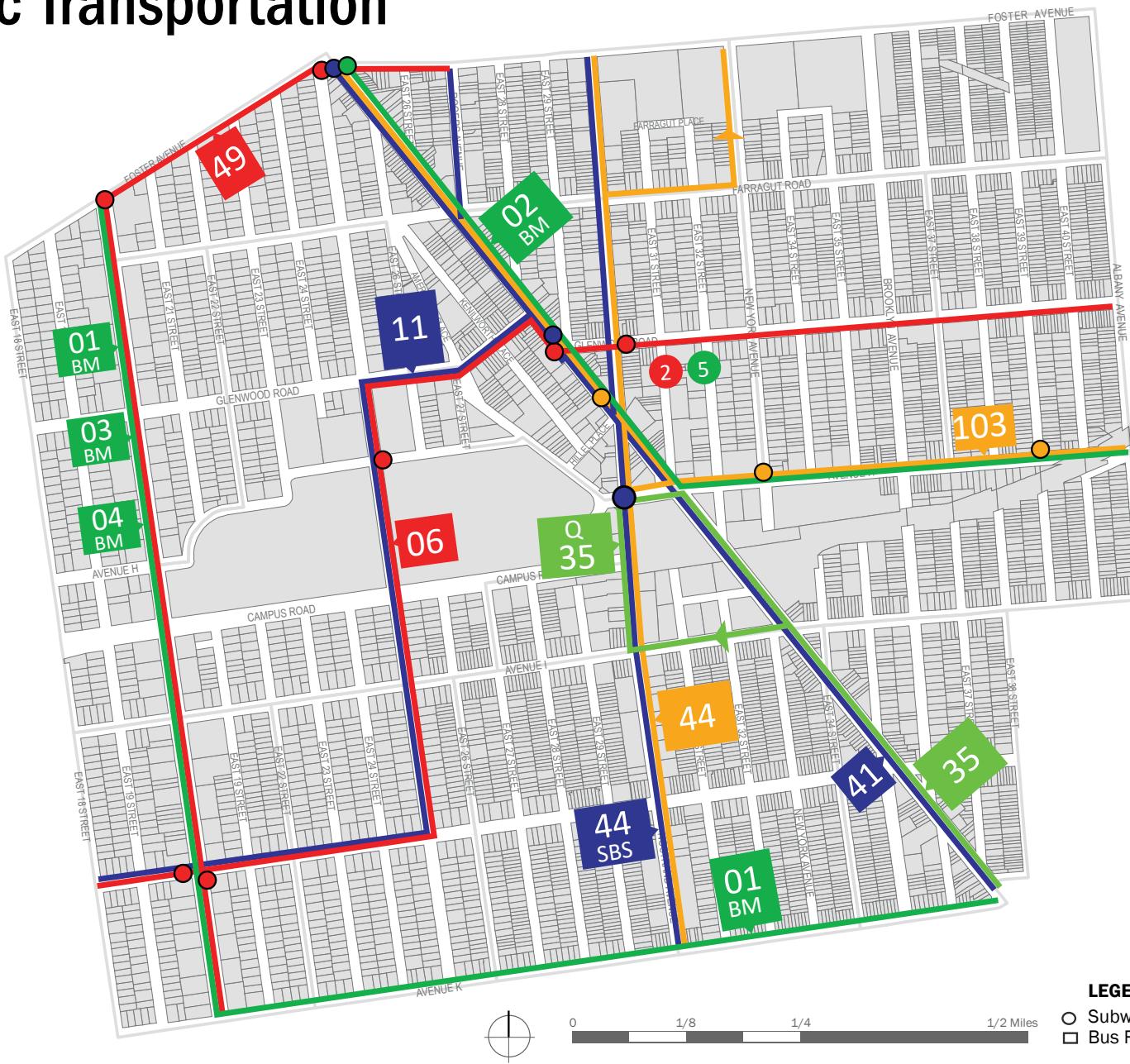
Part of Community Boards:
14, 17 & 18



Land Use



Public Transportation



Pedestrian Circulation



Parks & Open Space



Educational Institutions



LEGEND

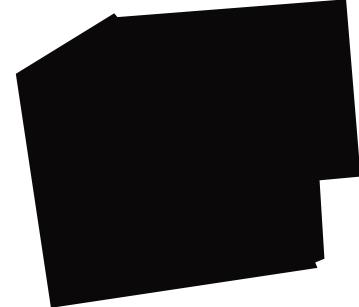
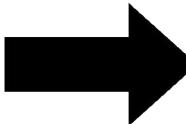
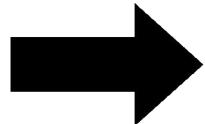
- College (light blue)
- Public School (pink)
- Private School (yellow)
- Head Start Program (purple)
- Adult & Continuing Education (green)

Demographics - Population and Age

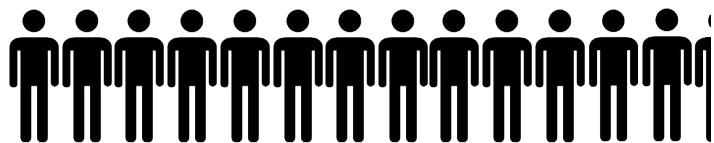
New York City Population: 8,175,133

Borough of Brooklyn Population: 2,504,700

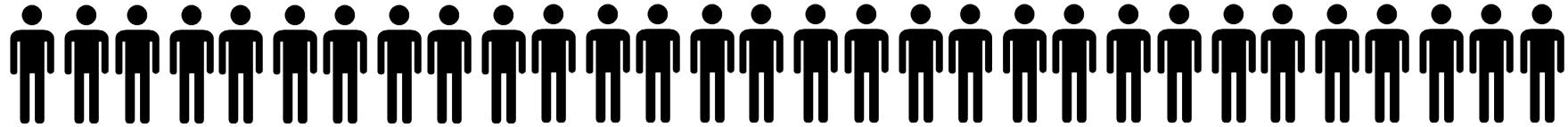
Study Area Population: 50,211



Under 18: 13,358



19-65 Age Range: 34,933

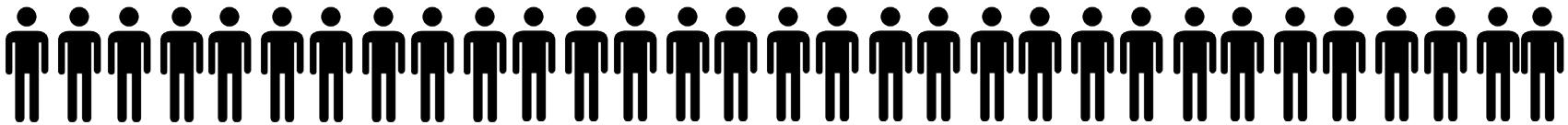


65 Plus: 6,599

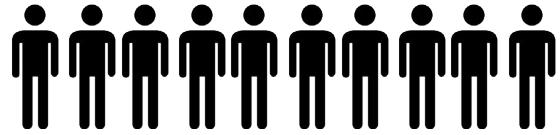


Demographics - Race

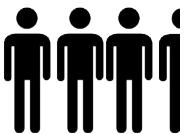
Black or African American: 31,921



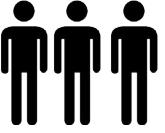
White: 10,465



Asian Alone: 3,408



Some other race: 3,045



American Indian or Alaska Native: 52



Native Hawaiian and Other Pacific Islander: 5



Demographics - Foreign Born

Haiti

Jamaica

Trinidad & Tobago

Guyana

Grenada

Barbados

St. Vincent & Grenadines

Panama

Nigeria

United Kingdom

Mexico

Pakistan

Israel

Dominican Republic

China

Bangladesh

Russia

Ukraine

Uzbekistan

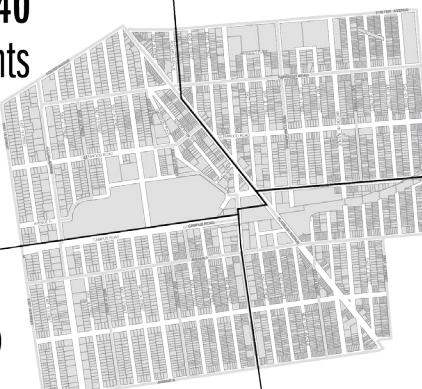
Belarus

Poland

All others

48%
foreign-born

FLATBUSH
105,940
residents



42%
foreign-born

MIDWOOD
52,764
residents

51%
foreign-born

EAST FLATBUSH
52,262
residents

FLATLANDS
70,728
residents

39%
foreign-born



Community Engagement & Analysis: What We Heard, What We Did

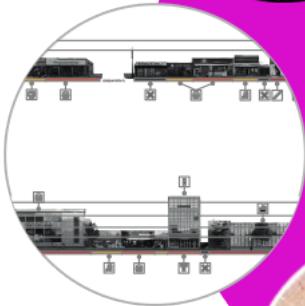
Methodology

Intercept Survey

Timelapse



Facade Analysis



Place Audit



DATA COLLECTION

Idea Tree



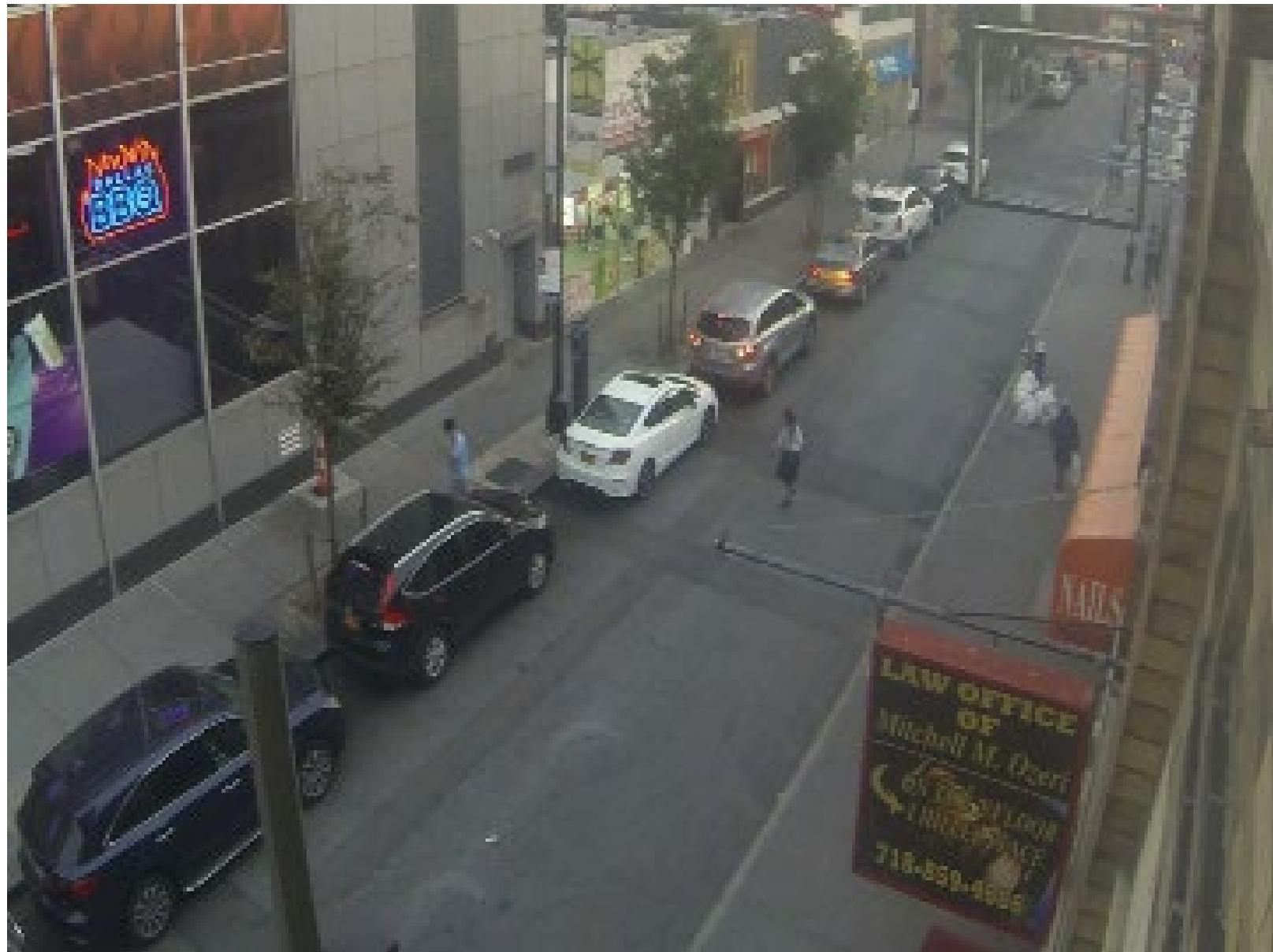
Stakeholders Interviews



Focus Group Workshops



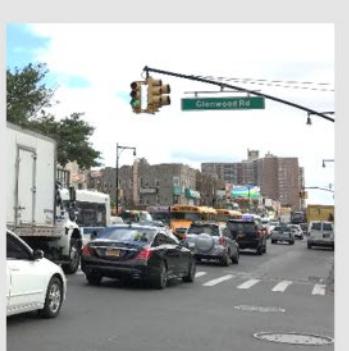
Timelapse



Place Audit



Place Audit Results - Challenges



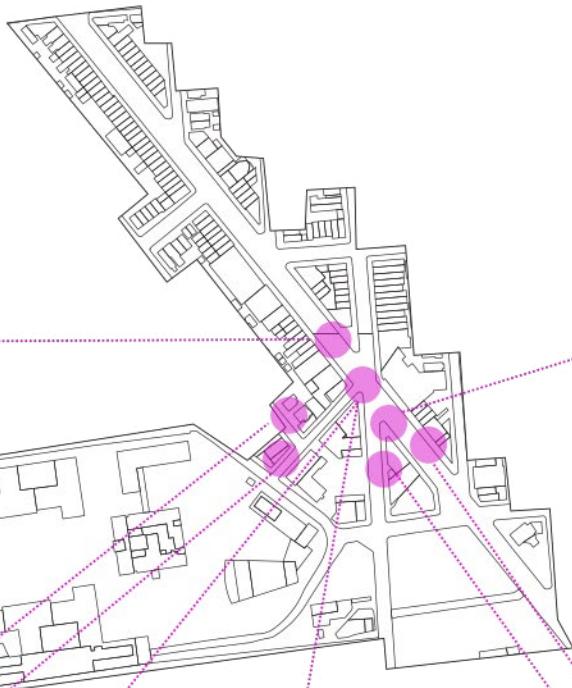
Vehicle Congestion



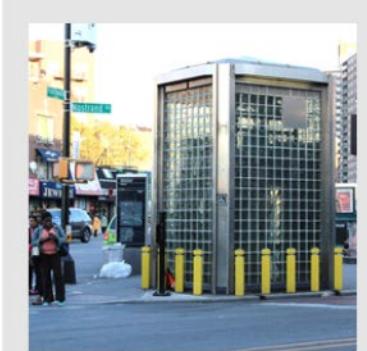
Street Obstacles



Unwelcoming Facade



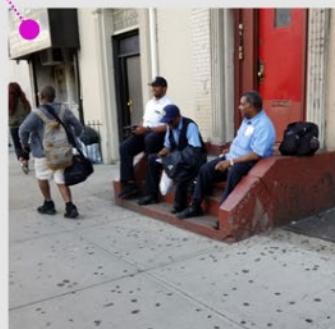
Large Intersection



Blocked Sidewalk



Not Good for Bikes



Lack of Seating



Rush-hour People

Place Audit Results - Assets



BID Engagement Event @ Hillel Place



Survey Results

“ If Hillel Place were closed to traffic,
what activities would you like to see? ”



Outdoor Food
Stalls/Markets



Resting Point



Cultural/Music
Events



Games/Activities



Meeting Point



Others



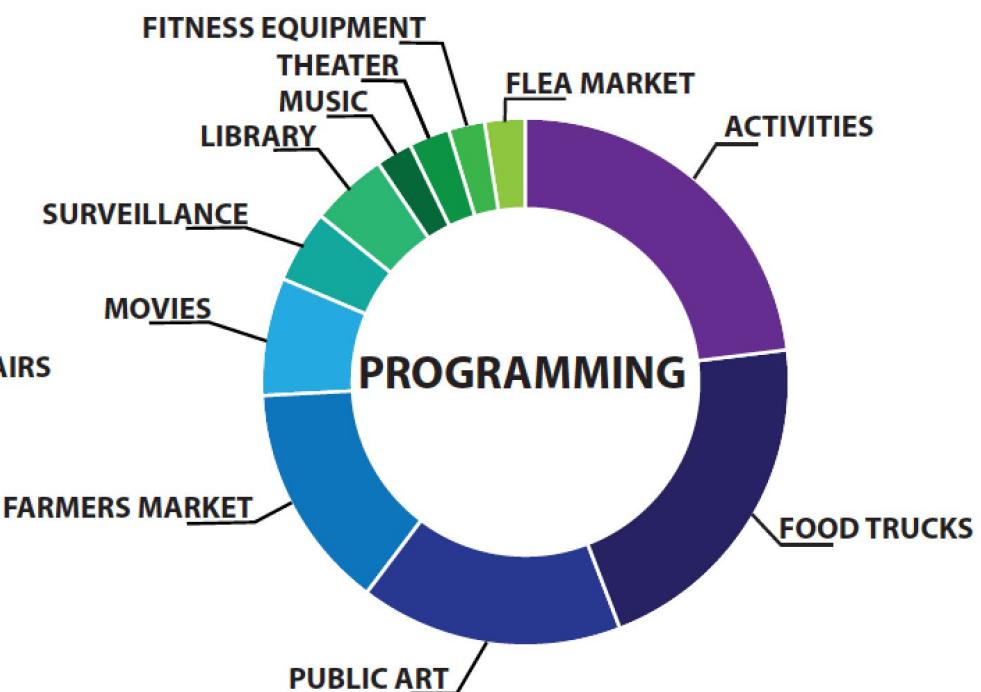
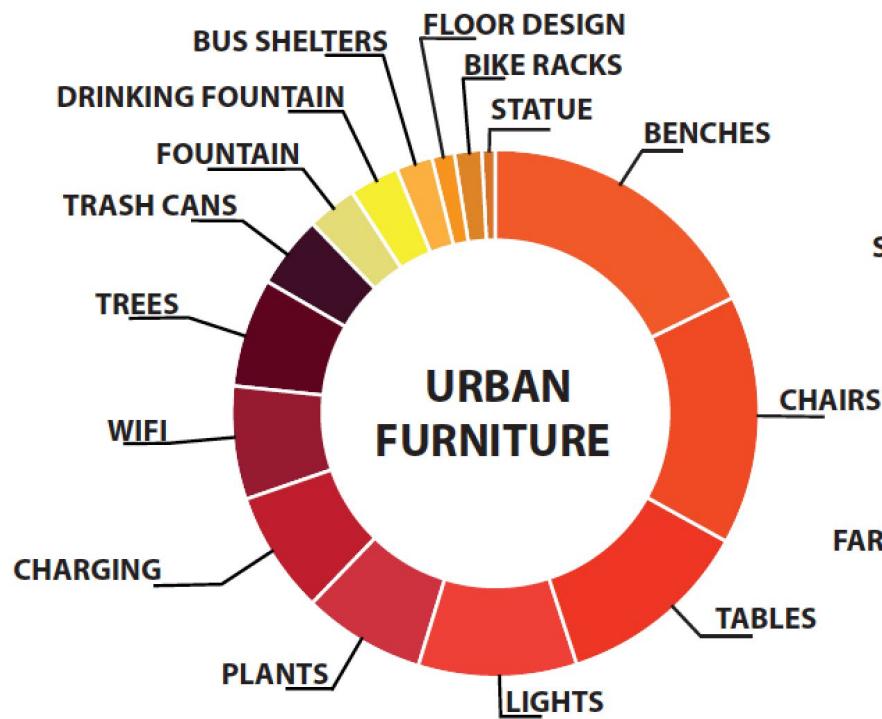
Idea Tree



Focus Groups Engagement Workshops

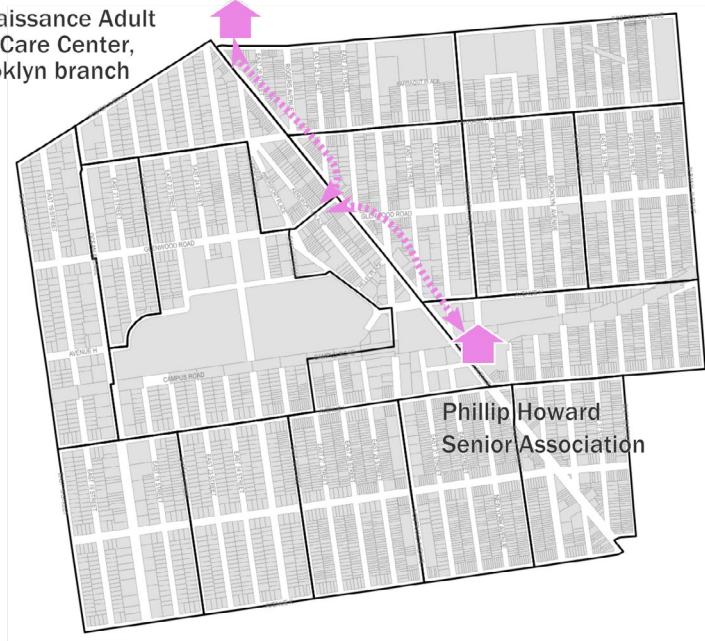


Feedback from Midwood High School



Feedback from Senior Centers

Renaissance Adult
Day Care Center,
Brooklyn branch



- Safer streets
- Places to sit for leisure and while waiting for public transit
- Local shops/restaurants
- More access to green spaces
- Good community control of the plaza

Other Stakeholder Feedback

Community Board 14

*Want the place **programmed at all times** in order to keep it safer.*

*Need more **cross-cultural interactions**.*

Assembly Member's Office

*Need to be **inclusive. Small businesses** are economic engine and create uniqueness.*

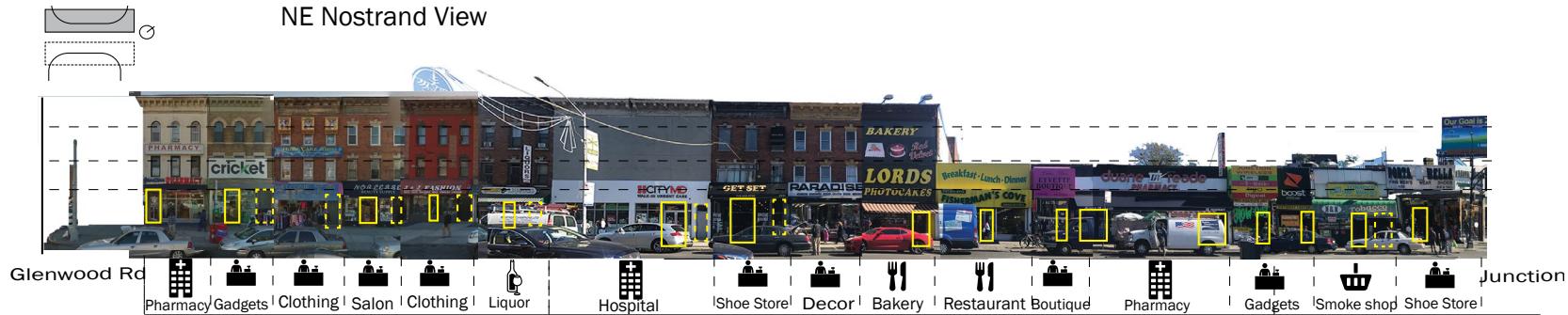
Bklyn Public Library

*Can offer **programs for Young Adults through Seniors**.*

*Happy to engage in **curating various events**.*

Caribbeing

Storefront Analysis - East Side of Junction



OVERALL RESULTS: **SATISFACTORY**



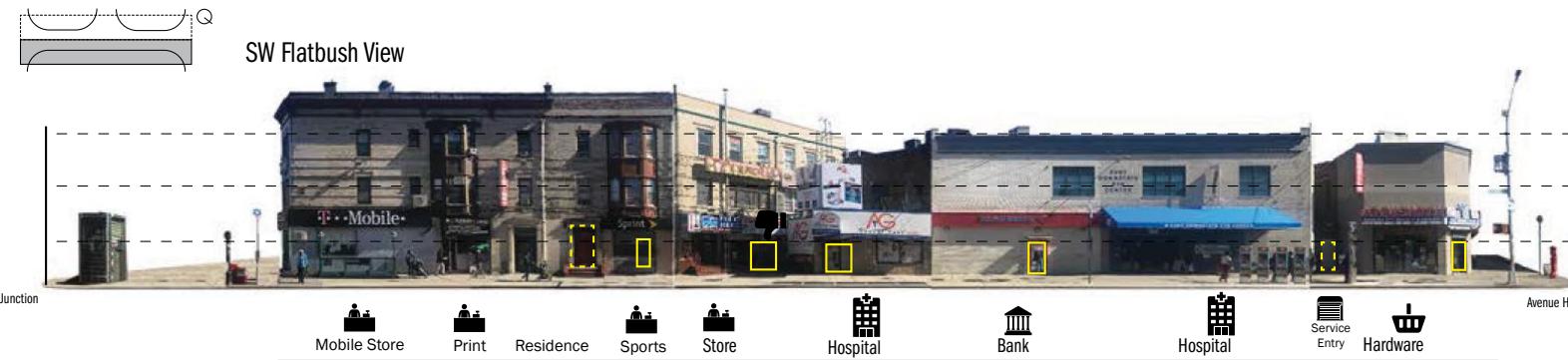
OVERALL RESULTS: **SATISFACTORY**



Storefront Analysis - West Side of Junction



OVERALL RESULTS: GOOD



OVERALL RESULTS: POOR



Storefront Analysis - Hillel Place



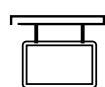
OVERALL RESULTS: **SATISFACTORY**



Lighting



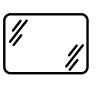
Store Gate



Signage



Awning



Transparency



Lighting



Store Gate



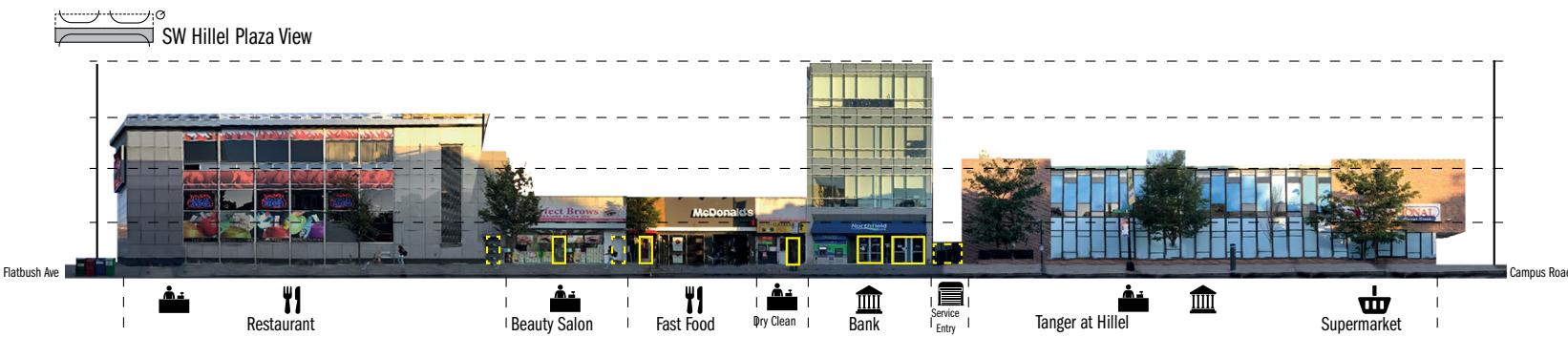
Signage



Awning



Transparency



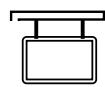
OVERALL RESULTS: **POOR**



Lighting



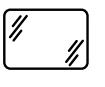
Store Gate



Signage



Awning



Transparency



Lighting



Store Gate



Signage

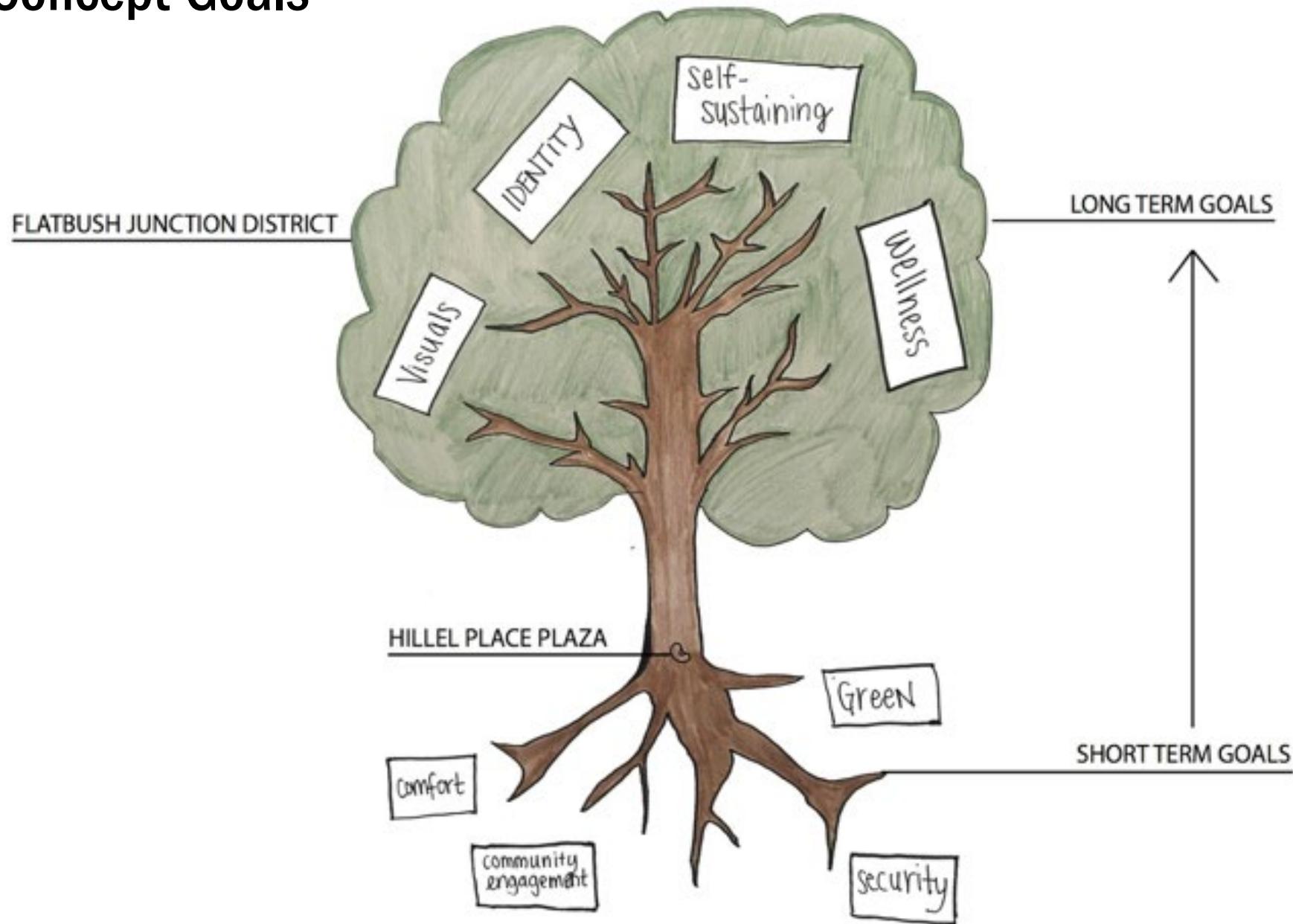


Awning



Transparency

Concept Goals



Resource Map

LOCAL ORGANIZATIONS

CITY AGENCIES

SOCIO-CULTURAL

SUSTAINABILITY GROUPS



organic since 1976-
flatbush
Food
Coop



Brooklyn
College

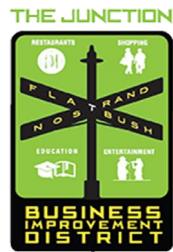
Bklyn
Public Library

MIDWOOD
M

masbia
OF
FLATBUSH
SERVING
NOURISHING
MEALS TO ALL

DAY CARE
CENTERS

EDUCATIONAL INSTITUTIONS



HAITIAN
RADIO

FLATBUSH
ARTISTS



SENIOR CENTERS



CAMBA
Building An Inclusive NYC



organic since 1976-
flatbush
Food
Coop

SOCIAL SERVICES

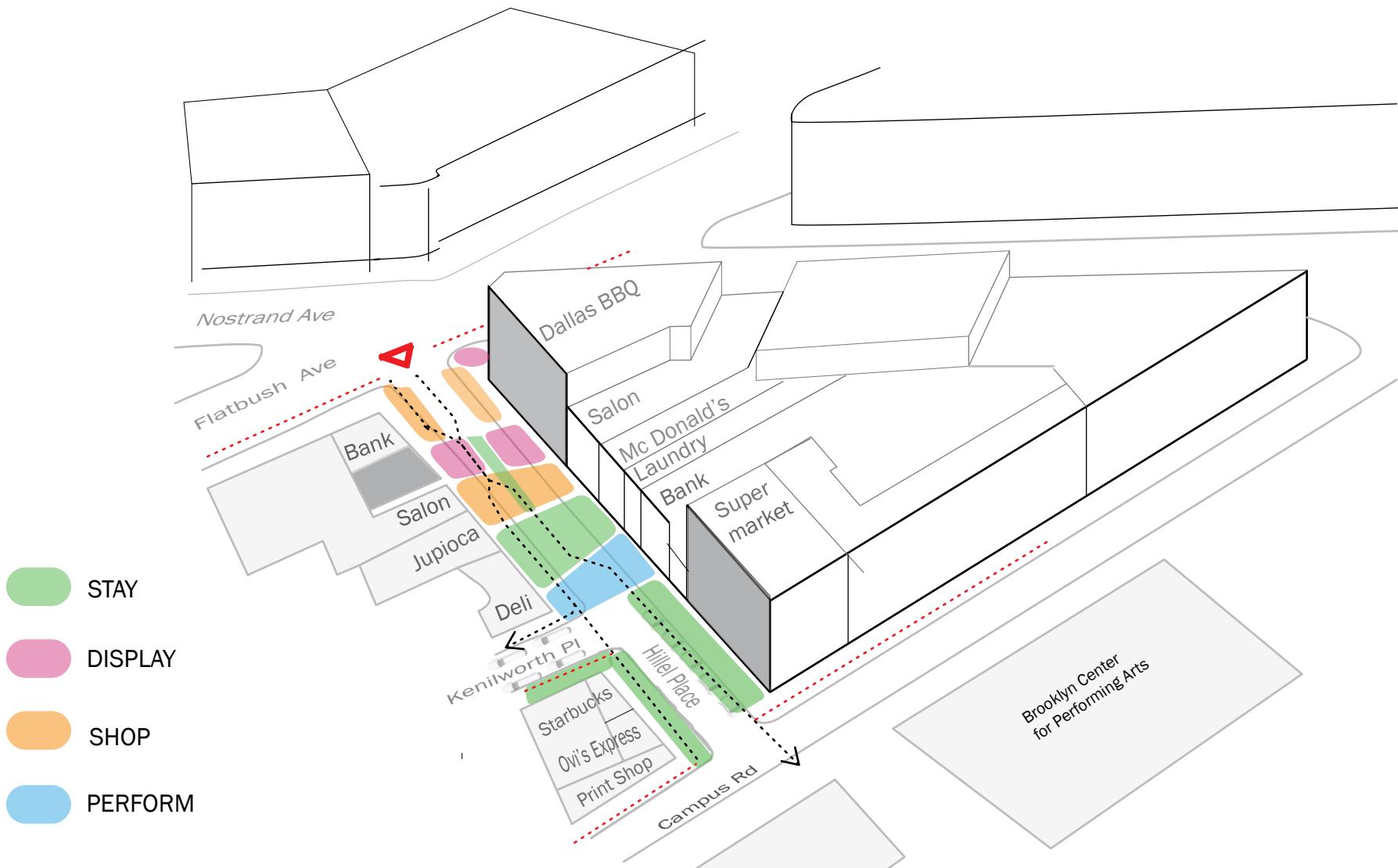
EXISTING CONNECTIONS

POTENTIAL CONNECTIONS



Placemaking Recommendations for the Public Realm: Hillel Place

Public Space Design - Functional Diagram



Short Term - Hillel Place Design & Programming (Spring)



NYPL Book Mobile - Open Air Meetings - Music Recitals - Gardening Classes

Short Term - Hillel Place Design & Programming (Summer)



Games - Green Market - Historical Walking Tours - Street Theatre - Storytelling

Short Term - Hillel Place Design & Programming (Fall)



Musical Performances - Harvest Festival - Open Air Dance Classes

Short Term - Hillel Place Design & Programming (Winter)

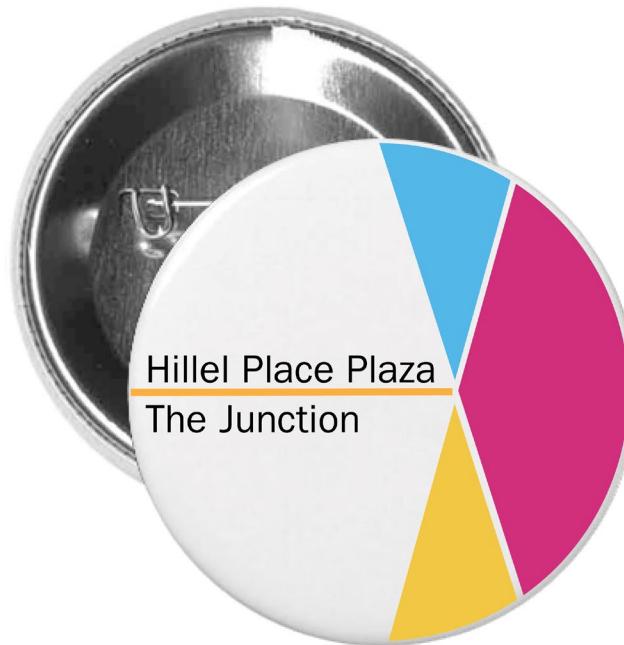


Cultural Celebrations - Pop-Up Bar - Winter Games - Festive Market

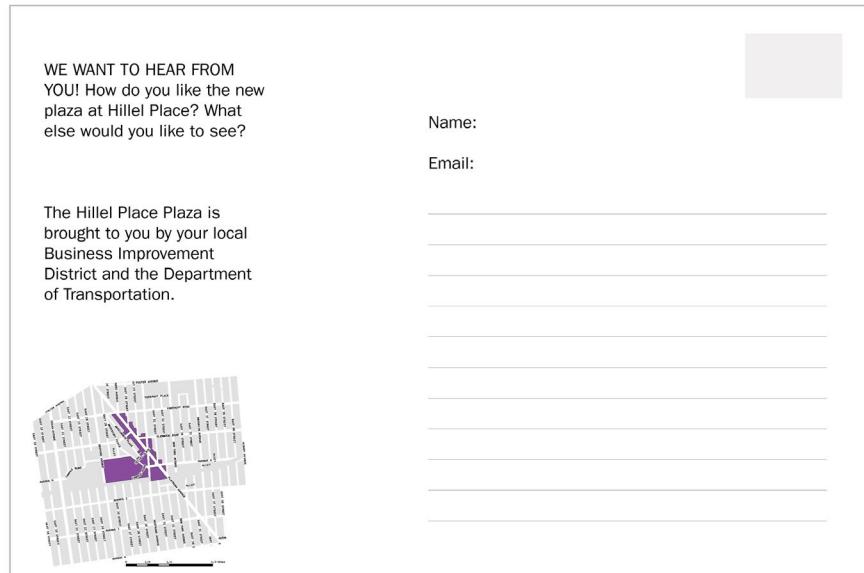
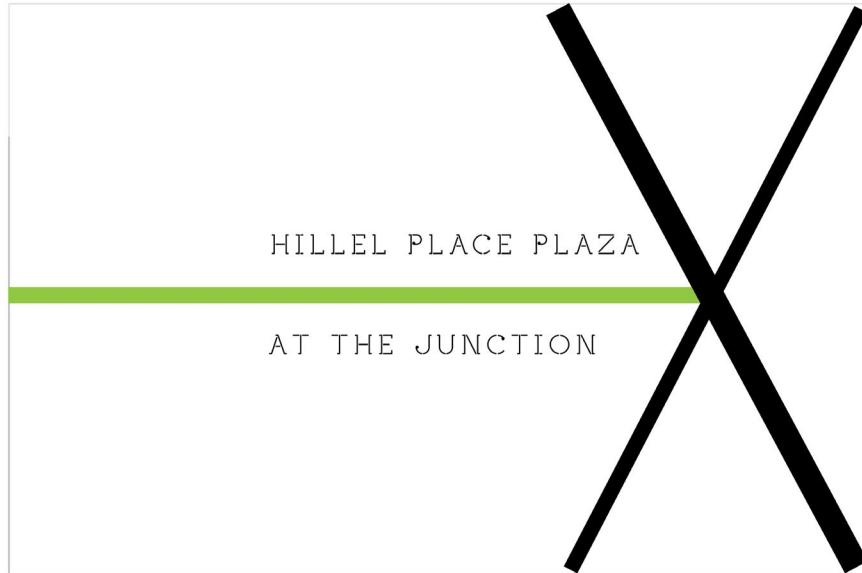
Short Term - Branding



Short Term - Branding

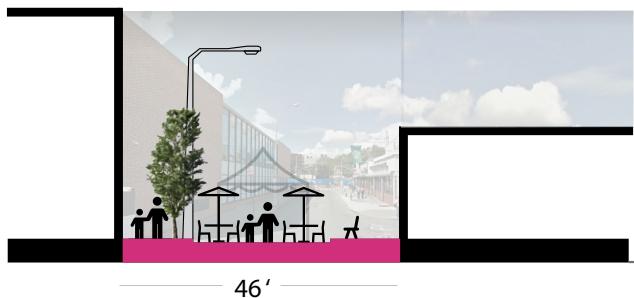


Short Term - Branding

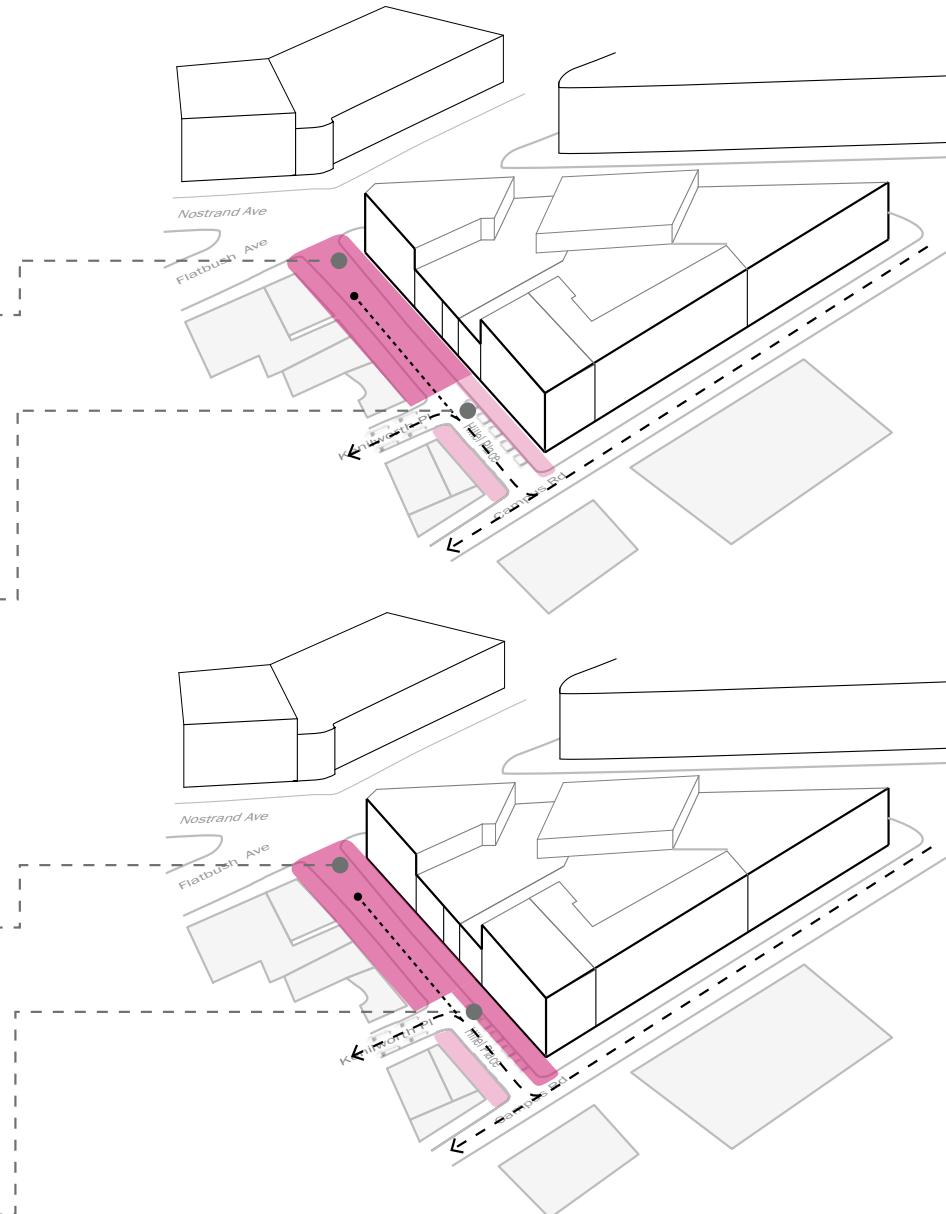
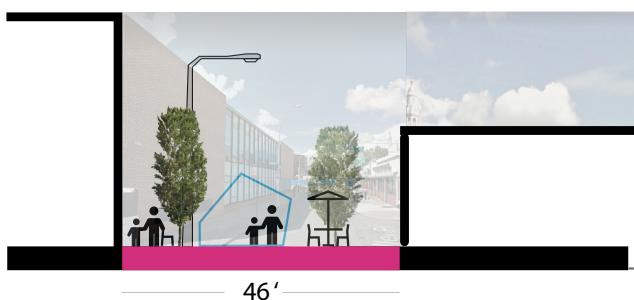


Short & Long Term - Mobility Design

SHORT TERM

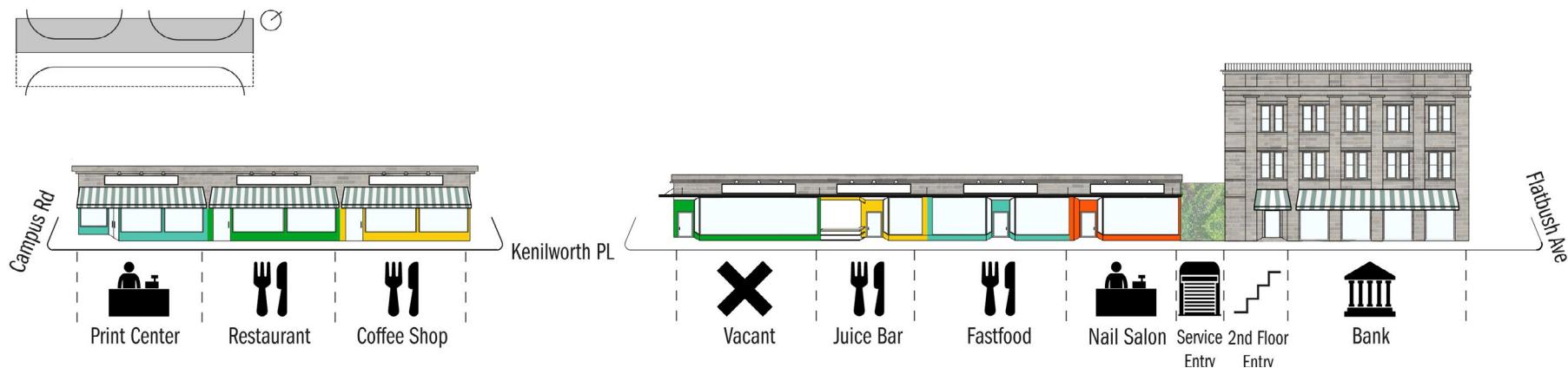


LONG TERM

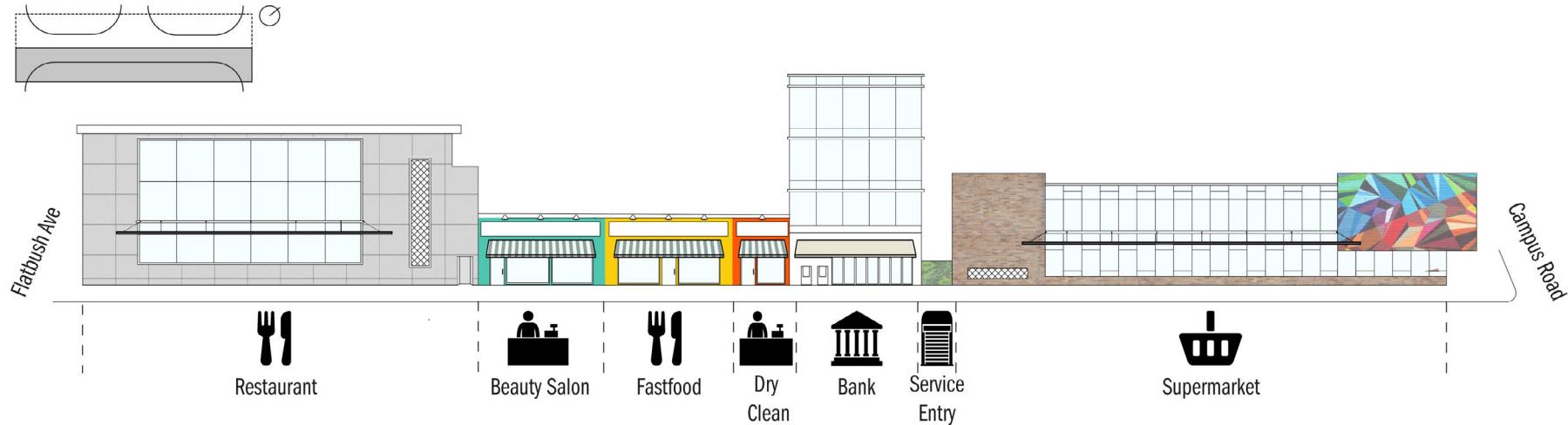


Long Term - Storefront Renewal

NW Hillel Plaza View

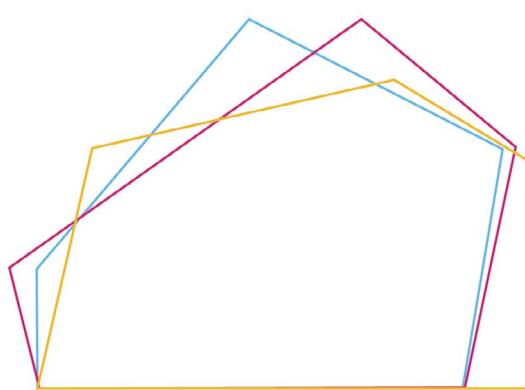


SW Hillel Plaza View

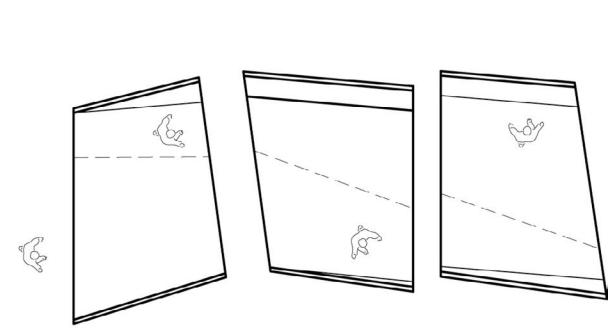
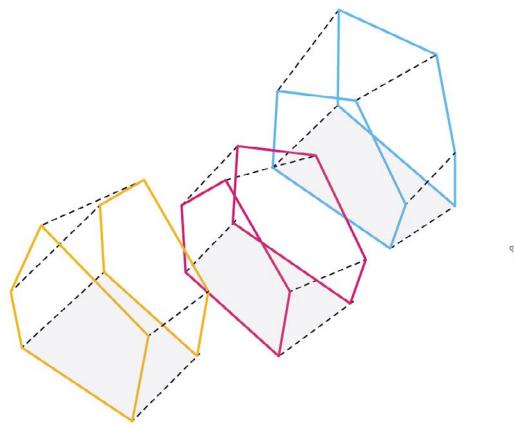


Long Term - Modular Public Space Design

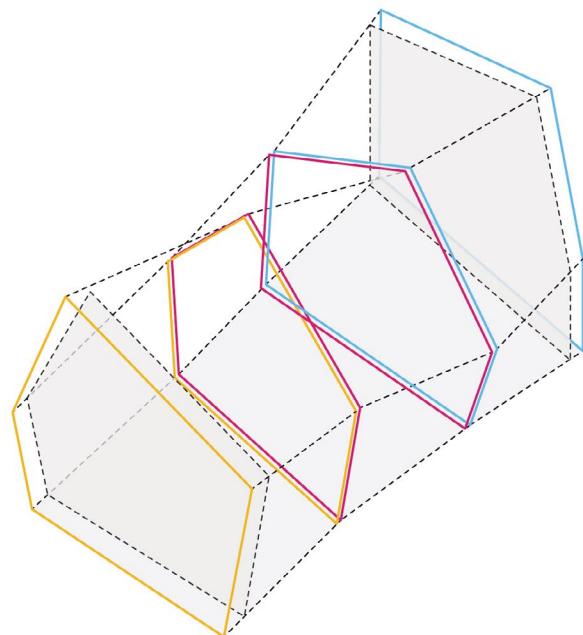
Junction of Frames



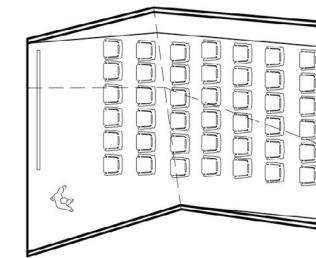
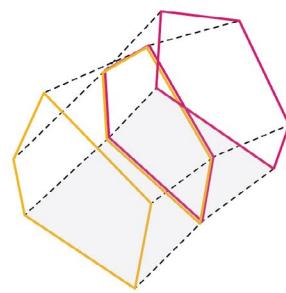
Exhibition



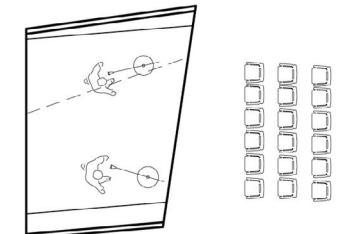
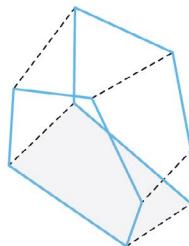
Cover for After Hours



Board Meeting



Concert



Long Term - Hillel Place Design & Programming



Long Term - Hillel Place Design & Programming



Long Term - Hillel Place Design & Programming

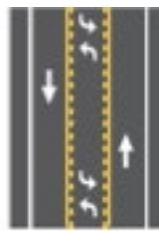
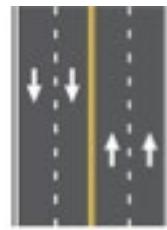


Placemaking Recommendations for the Public Realm: The Junction

Long Term Junction Design

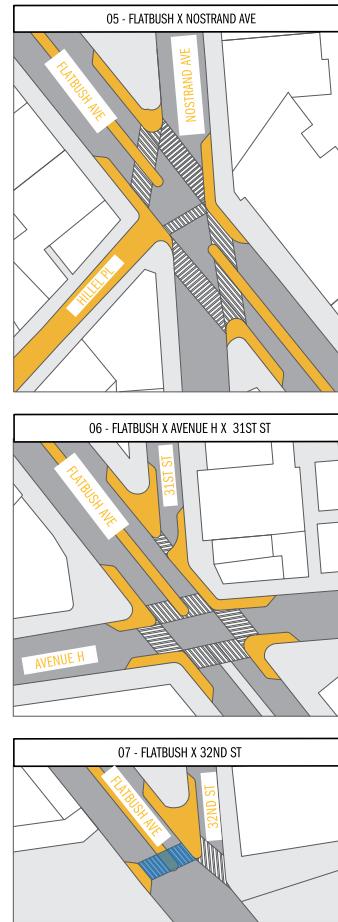
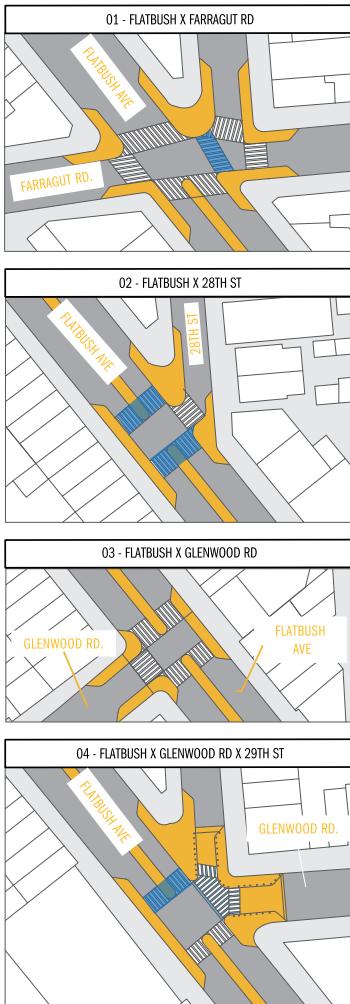
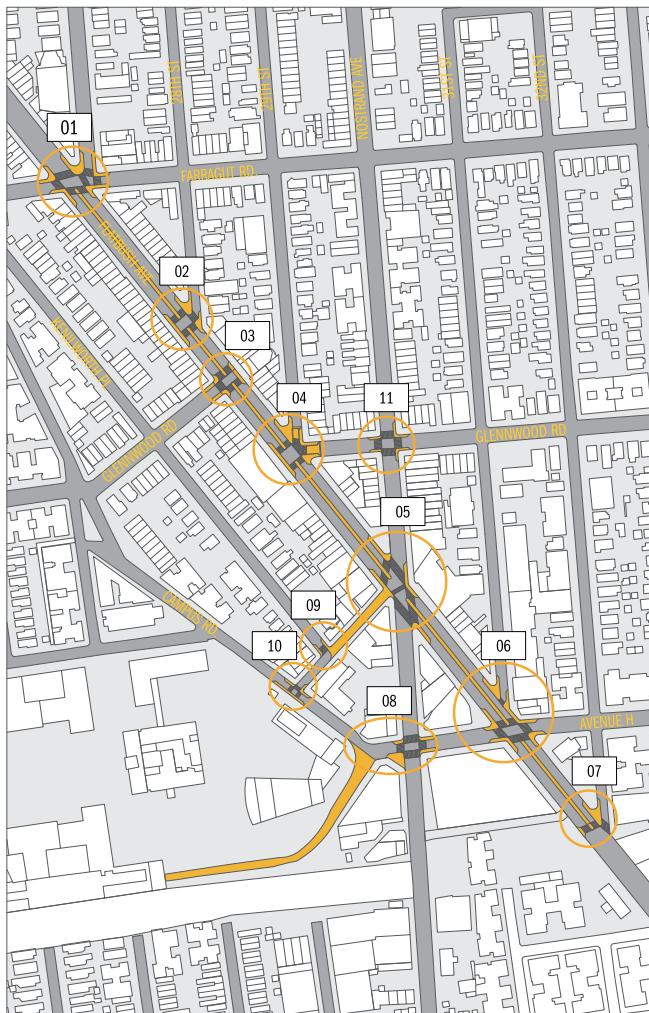


Flatbush Road Diet Proposal



Central median
refuge without a
continuous median

Curb Extension Proposal



Long Term Junction Design



Long Term Junction Design



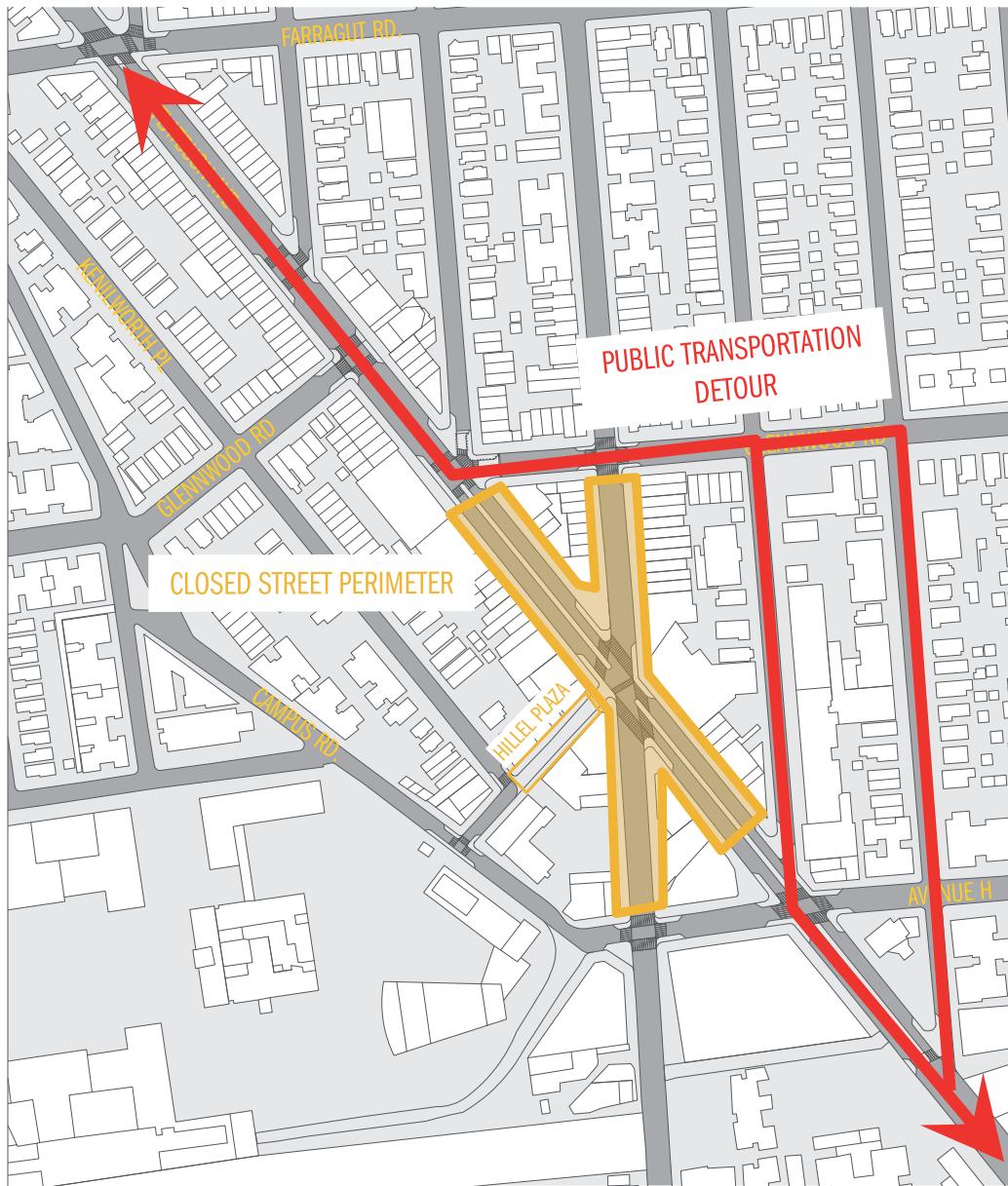
Long Term Junction Design



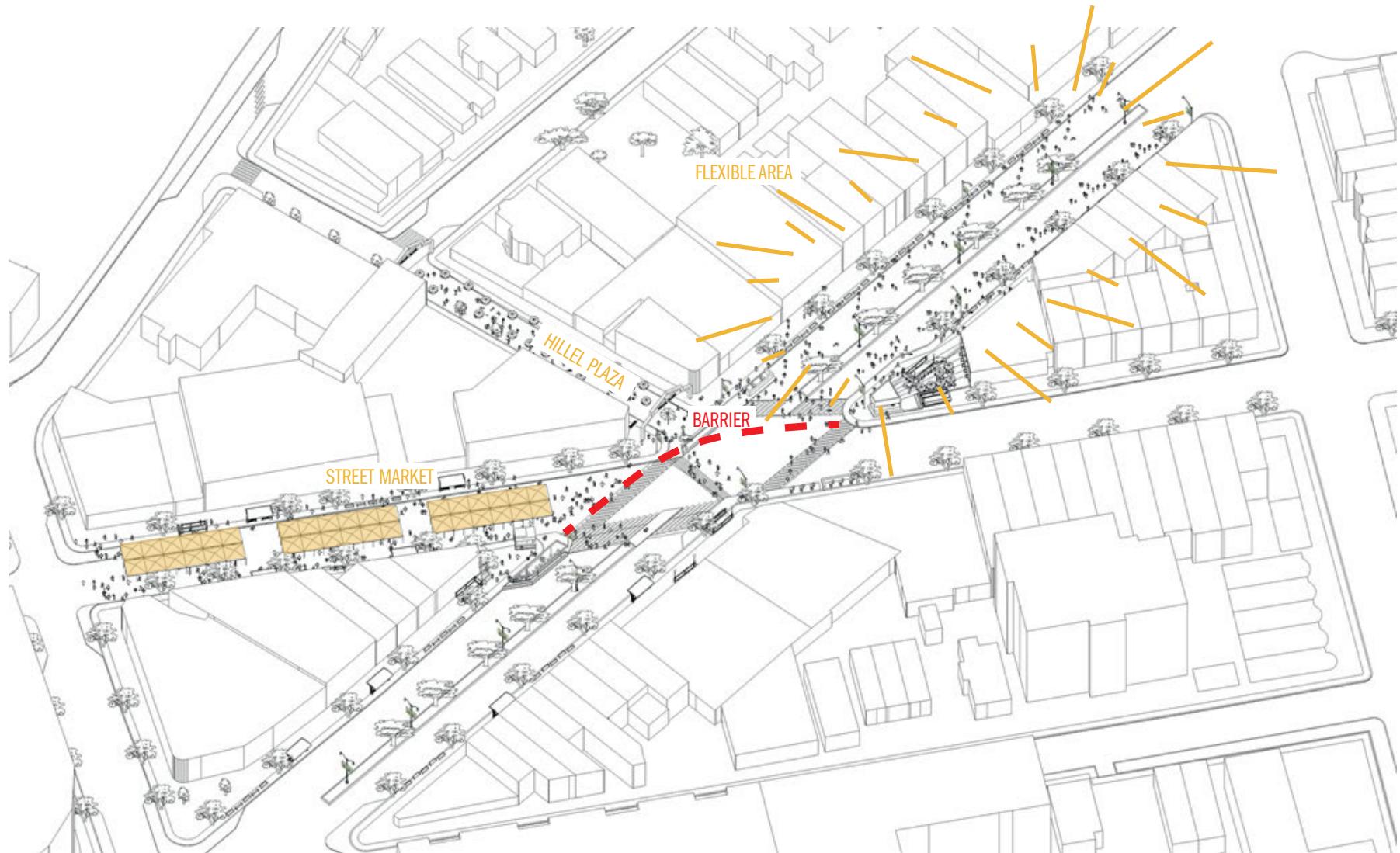
Junction Programming



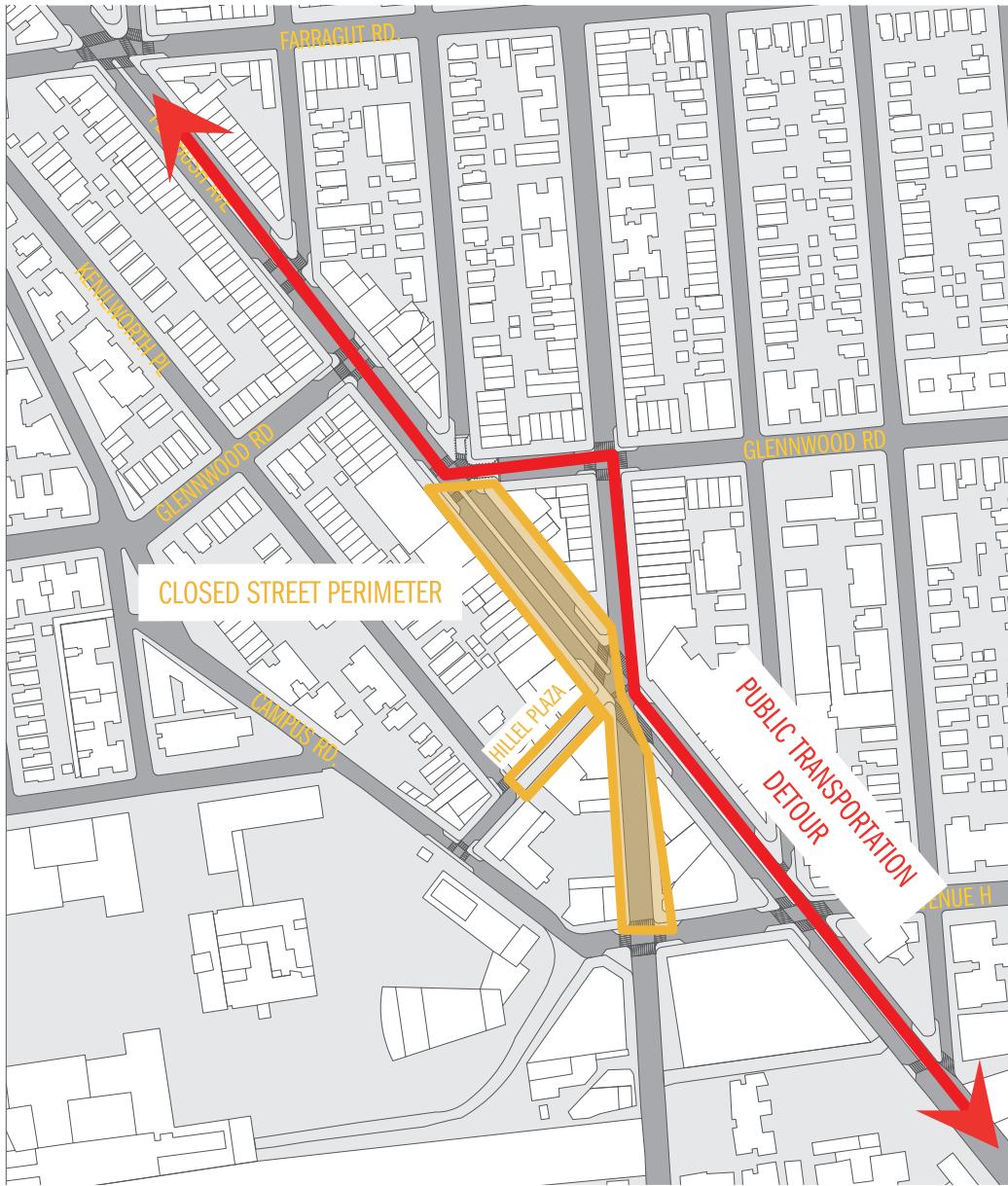
Junction Programming



Junction Programming



Junction Programming



Improving User Experience

WASTE MANAGEMENT



STREET LIGHTS



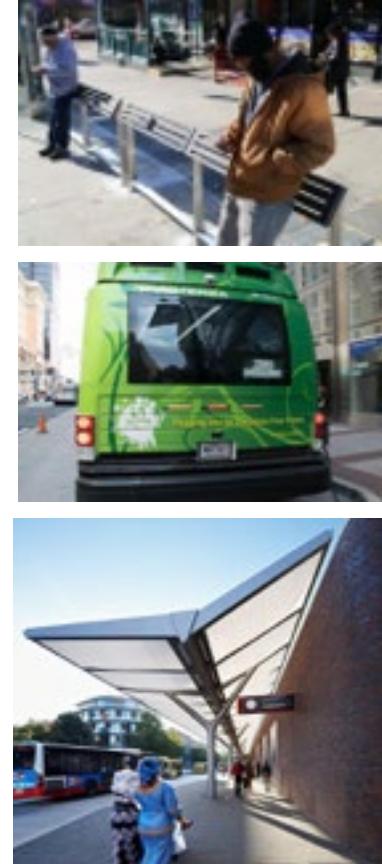
TREES AND STORMWATER CONTROL



USER EXPERIENCE WAYFINDING SMART INFRASTRUCTURE



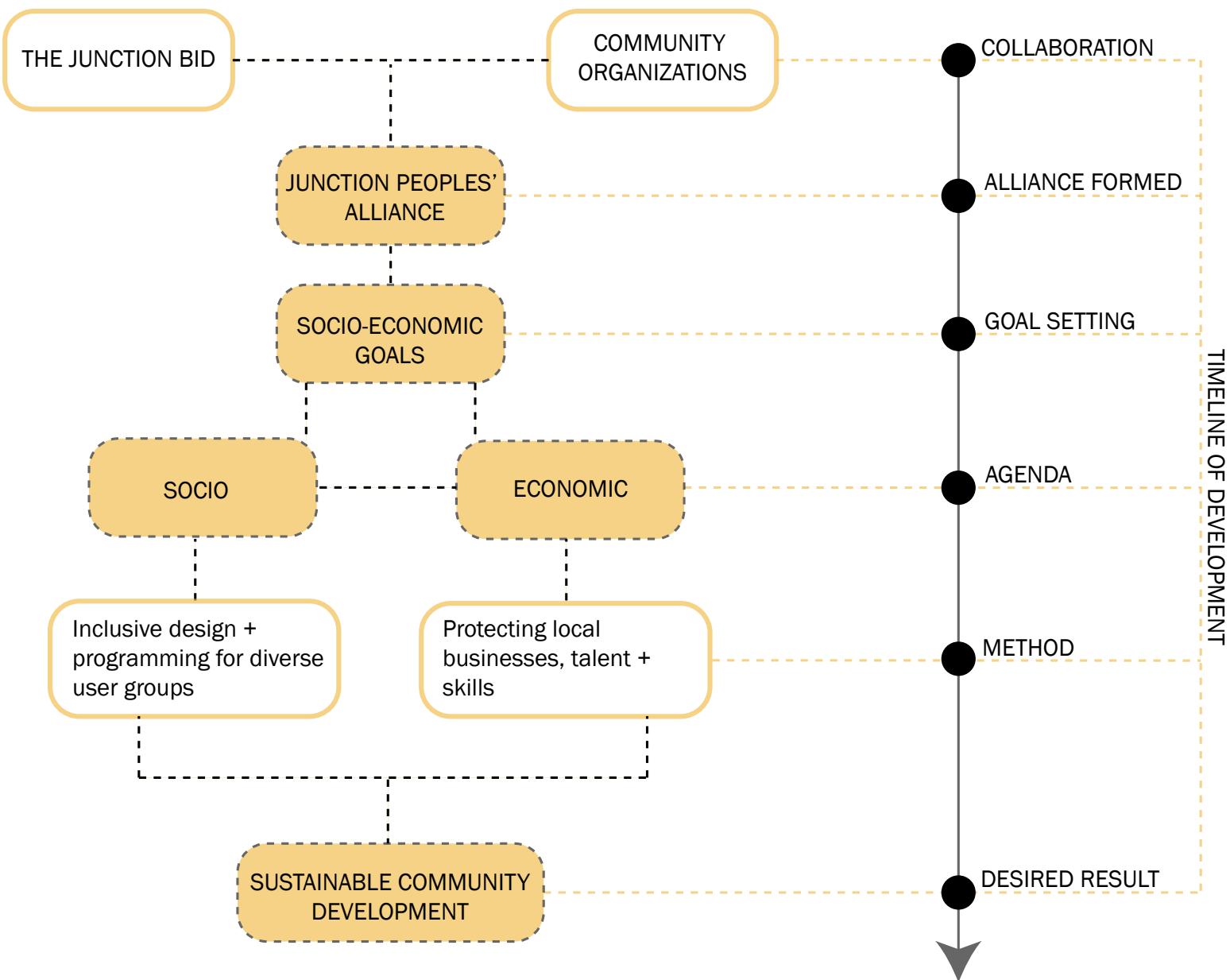
PUBLIC TRANSPORTATION





Placemaking Recommendations for the Public Realm: Improved Governance

Junction Peoples' Alliance



Junction Peoples' Alliance - Phase 1



—

Hillel Place Plaza BOARD

PHASE 1

Hillel Place Plaza BOARD

EVENTS

Hillel Place Plaza



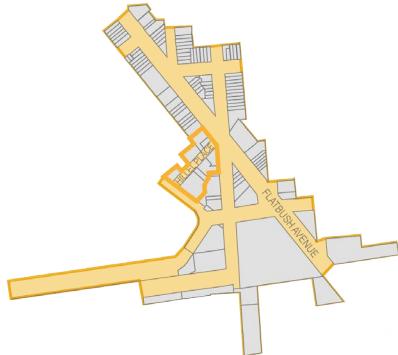
COMMERCIAL
Hillel Place Plaza
TENANTS

Brooklyn College
The City University
of New York



Community Board 14

Junction Peoples' Alliance - Phase 2

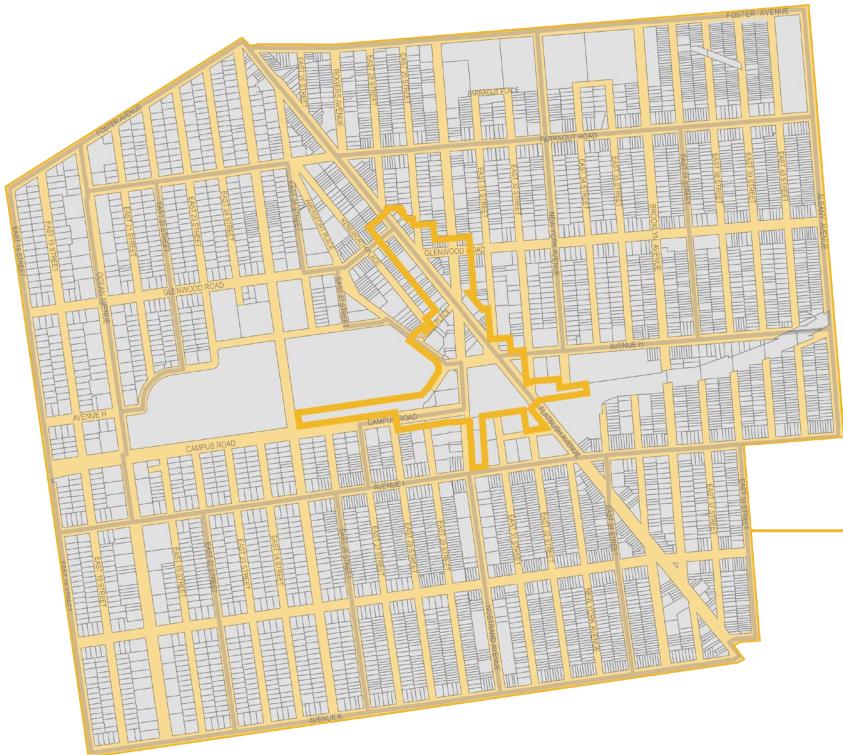


The Junction BOARD

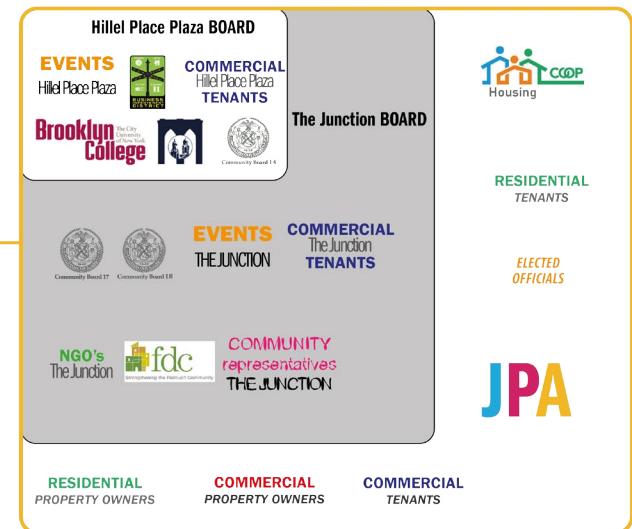
PHASE 2



Junction Peoples' Alliance - Phase 3

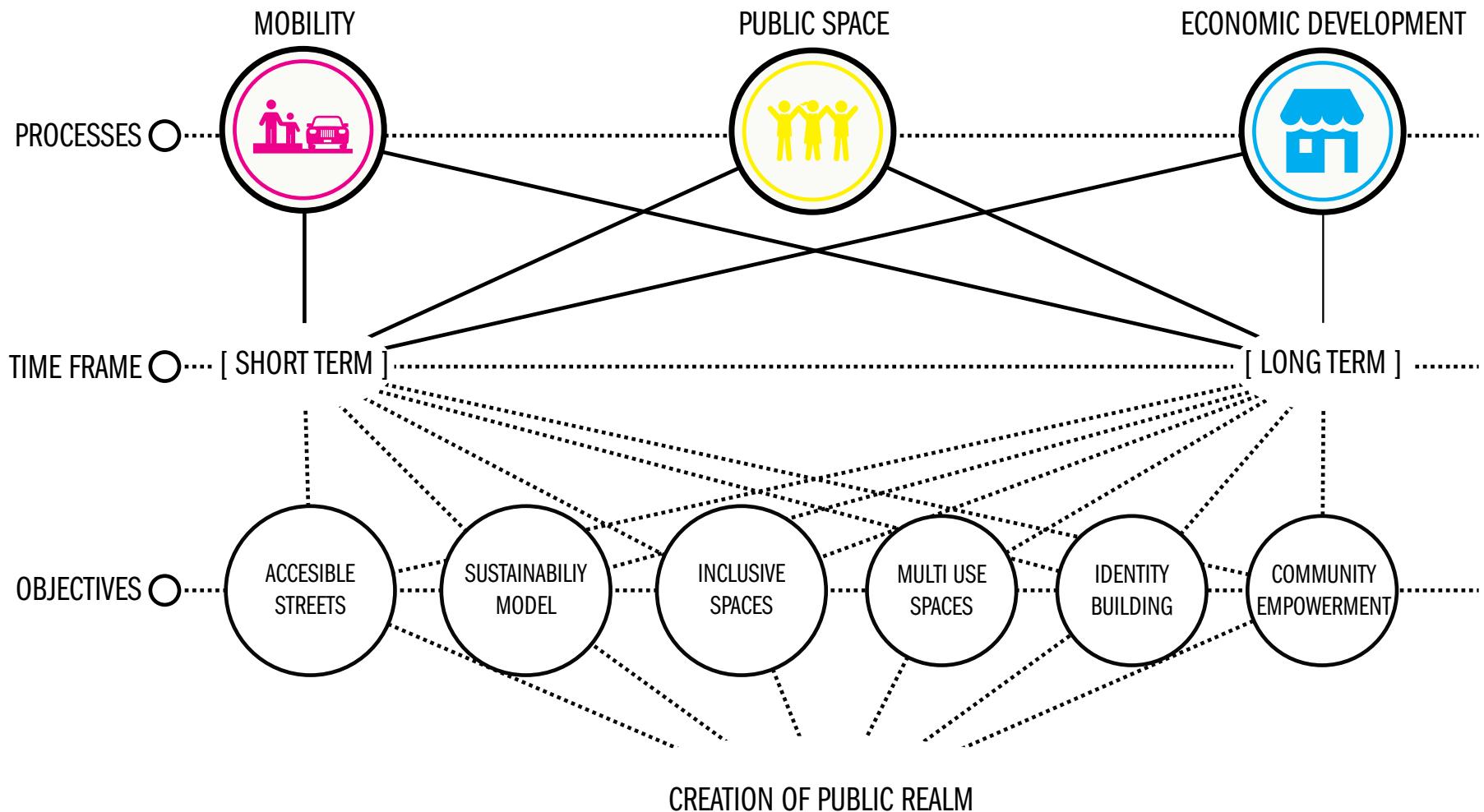


JPA
PHASE 3



Conclusion

Creation of the Public Realm





Thank You

