



A greenway in Barcelona.

This final chapter covers the roles that different city agencies will have to play in partnering with UPROSE to implement this conceptual plan. It also describes the need to phase out the implementation process by splitting its components up into several different projects. The chapter ends with a discussion about design standards and a rationale for innovative traffic-calming interventions to be adopted.

IMPLEMENTATION STRATEGY

- Role of City Agencies
- Agency Partners
- Potential Funding Sources
- Implementation Steps and Timeline
- Developing Design Standards and Palette
- Pushing the Envelope: Incorporating Innovative Traffic-Calming Features
- Safe Routes to School

ROLE OF CITY AGENCIES

Though some segments of the Greenway may be built and/or maintained by the private owners or leaseholders of the sites through which they pass, the actual design and construction of most of the Greenway will be carried out by one or more public agencies. Whether the source of implementation funding is federal, state, or city (most likely it will be all three), a single New York City agency will need to play a leading role in seeing the Greenway through to completion. The New York City Department of Transportation has a clear mandate under PlaNYC 2030 to rethink the use of the street network it manages and to create safe, healthy, and inviting new public spaces throughout the city. NYC DOT is the agency best-positioned to take the lead in implementing the Sunset Park Greenway, but it will need to do this work in partnership with other public agencies, as well as with the many community stakeholders with whom UPROSE has already established relationships. UPROSE can build on the work it has invested in this plan by seeking funding in collaboration with DOT and by encouraging DOT to work with the Sunset Park community and honor its vision in what will be a multi-year process in which many challenges will need to be overcome.



A fishing rod rests on the 58th Street Pier.

AGENCY PARTNERS

Even with a single agency identified as the leading public partner, other agencies will have significant roles in the implementation of the Greenway. The New York City Department of Parks and Recreation will be an important partner. Additional agencies that have interests or authority over segments of the Greenway, such as the New York State Departments of State, Environmental Conservation, and Transportation will also need to be involved in parts of the design and implementation process. The lead agency must have the ability to bring the other public sector players—such as the Brooklyn Borough President’s Office and the city’s Economic Development Corporation—to the table when necessary, and, with UPROSE, obtain their collaboration in key decisions early in the process.

POTENTIAL FUNDING SOURCES

At the Federal and State levels, there are opportunities to apply directly for funds under established programs, as well as to seek allocations from federal funding pots that are distributed to states and municipalities. The “applicant” in any of these programs has to be a unit of government (i.e., the agency that will implement the Greenway), but UPROSE could initiate and/or write the application, and obtain the political support that would make it competitive.

IMPLEMENTATION STEPS AND TIMELINE

Based on the Greenway Plan, individual projects need to be identified that can each be scoped, budgeted, and moved forward by an identified public agency or private landowner. These will include projects that can be incorporated into pending street reconstructions, private development of waterfront sites, and the Bush Terminal Piers Park. Preliminary cost estimates will need to be developed for each project (this task could be added to the work scope for the design consultant who develops the design standards).

With the lead agency, UPROSE can establish a timeline for the implementation of projects, based on priorities and opportunities (including the availability of funding.) The chart on the right is intended to be a working document that will allow UPROSE and its partners to set funding targets, track progress, and add new projects as funding is identified.



Street reconstruction.

Project	Implementing agency
Bush Terminal Piers street frontage (43rd to 51st Streets)	NYC EDC
43rd and 44th Street Connectors, 5th Avenue to Bush Terminal Piers Park	NYC DOT
51st and 52nd Street Connectors, 7th Avenue to Bush Terminal Piers Park	NYC DOT
58th Street Connector, 7th Avenue to Ferry Pier	NYC DOT / Brooklyn Army Terminal?
Waterfront Route Third Avenue, 20th Street to 32nd Street (SBMT)	NYC EDC / Axis
Waterfront Route, Bush Terminal Pier/51st Street to Brooklyn Army Terminal	NYC DOT
Waterfront Route, 2nd Avenue to Owls Head Park	NYC DPR & NYC DOT
5th Avenue shared pedestrian and bike path, 20th Street to 44th Street	NYC DOT
5th Avenue neckdowns and pedestrian safety improvements	NYC DOT
4th Avenue Super-Neckdowns and related improvements	NYC DOT

This chart shows a possible breakdown of different projects for phasing the construction of the greenway.

DEVELOPING DESIGN STANDARDS AND PALETTE

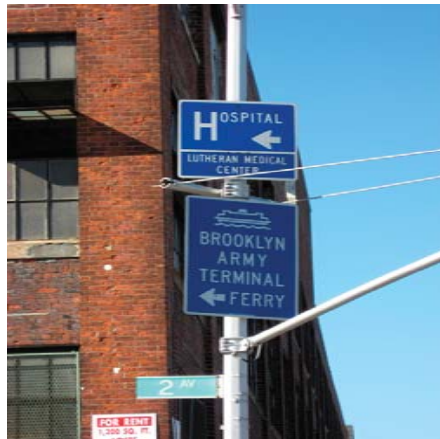
To convey the Greenway's unique identity and to ensure that design challenges are resolved in a consistent way that reflects the community's values, UPROSE should partner with a landscape architecture firm to develop a set of standards for elements that will be used throughout the Greenway. These will include:

- Pavement widths, materials, colors, and markings
- Intersection treatments: neckdowns, speed tables, signals, crosswalks, etc.
- Furniture: benches, shelters, trash receptacles, bollards, etc.
- Lighting
- Plantings
- Signage
- Incorporation of artwork

Many of these elements will need to integrate the desire for a unique identity with citywide regulations, procurement, and maintenance practices. The design standards will need to be developed in collaboration with all of the agencies that will have roles in the building and maintenance of the Greenway. The design process can provide the opportunity for UPROSE to ensure that these agencies are committed to its vision of the Greenway's appearance and expression; it can also provide a chance to learn where opportunities do and do not exist to challenge existing design standards.

As previously noted, the establishment of standards for multilingual signage that will be functional and visually satisfying is a key challenge. Making decisions about what languages and symbols are to be used and the ways that materials, colors, and fonts can reinforce the Greenway's identity will enable the signage system to be developed and reconciled with citywide standards for regulatory and informational signs.

The sooner the design standards can be developed, the more weight they will have in the actual design and implementation of individual projects, so any discussion of potential funding sources should include consideration of the time required to actually draw the funding needed to issue the RFP and sign a contract. Once the contract is awarded, the actual process of developing the standards should take less than three months, including time for community charrettes and reviews.



A sign pointing people towards the ferry that departs from the 58th Street pier.

PUSHING THE ENVELOPE: INCORPORATING INNOVATIVE TRAFFIC-CALMING FEATURES INTO THE GREENWAY DESIGN

This Greenway Plan presents UPROSE with the opportunity to engage the implementing agencies—especially the New York City Department of Transportation—in an outside-the-box discussion of street safety. The dangerous conditions created by the mix of residential and industrial uses in Sunset Park and the particular risks to which children, seniors, and working cyclists are now exposed make strong arguments for DOT to experiment with more aggressive strategies than it has implemented to date. The presence of creative and dedicated staff within the agency and new leadership with a mandate for change present an opportunity that UPROSE can utilize to raise the bar not only in Sunset Park but in low-income communities throughout the City that are similarly burdened with traffic.



An all-too-common occurrence: a car obstructing a bike lane.

SAFE ROUTES TO SCHOOLS

This conceptual plan for a greenway in Sunset Park builds on other related efforts that are underway to facilitate safe and efficient pedestrian movement throughout the neighborhood. For example, in 2004, the NYC Department of Education (NYC DOT) and the NYC Department of Transportation jointly launched a citywide effort to improve the road and traffic safety of children on their way to school. After an extensive two-year study of 135 mostly elementary and middle schools with at least 250 students, NYC DOT released traffic safety maps for each of them, identifying traffic signals, all-way stop signs, speed bumps, and crosswalk maps. These maps, available at the respective schools and on the NYC DOT website, were designed to help students and their parents figure out the safest routes to and from school.

Four of Sunset Park's public schools were included in this first phase of the "Safe Routes to School" program. They were:

P.S. 169, The Sunset Park School
305 7th Avenue (43rd and 44th)

P.S. 314, Luis Muñoz Marin Elementary School
330 59th Street (3rd and 4th Avenues)

Our Lady of Perpetual Help
5902 6th Avenue (59th and 60th)

Saint Agatha's School
736 48th Street (7th and 8th Avenues)

To date, NYC DOT has implemented almost all of the short-term safety improvements. Next phases of the program include capital construction on long-term improvements and the identification of another 135 elementary and public schools – in addition to 40 high schools – for similar safety improvements.

