



SEPTEMBER 11TH MEMORIAL PROGRAM

New York City Department of Transportation

Curbside Public Seating Platforms sponsored by local businesses

2011 Program Evaluation

Shuai Ren

NYU Wagner 2012

PROJECT HISTORY



2010

✱ Pop-up Cafe

- ✱ Bombay's and FIKA
60-66 Pearl St., Manhattan



2011

✱ Program Expansion

- ✱ Local Cafe
144 Sullivan St., Manhattan
- ✱ Ecopolis Cafe
180 Smith St., Brooklyn
- ✱ Le Pain Quotidien
East 44th St., Manhattan



2012

✱ Curbside Public Seating Platforms



2011 Program Evaluation

* Data Collection September 2011

- * Pedestrian Volume Counts
- * Public Space Stationary Activity Counts
- * Public Space Occupancy
- * User Behavior and Duration
- * Surveys
 - * Community impacts and Economic Vitality



* Study Sites

	Local	Ecopolis	Le Pain Quotidien	Bombay's and Fika (Pearl Street)
Neighborhood				
Land Use	Multi-family buildings; Mixed residential; Commercial buildings;	Multi-family buildings; 1-2 family buildings; Mixed-use units.	Commercial / Office buildings; Multi-family buildings;	Commercial / Office buildings;
Population	6,071	3,537	2,024	731
Median Income	\$63,275	\$55,417	\$80,953 ^[1] \$62,375 ^[2]	\$105,456

2011 Program Evaluation



Economic Vitality

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2011 Program Evaluation



September 2011

Foot Counts

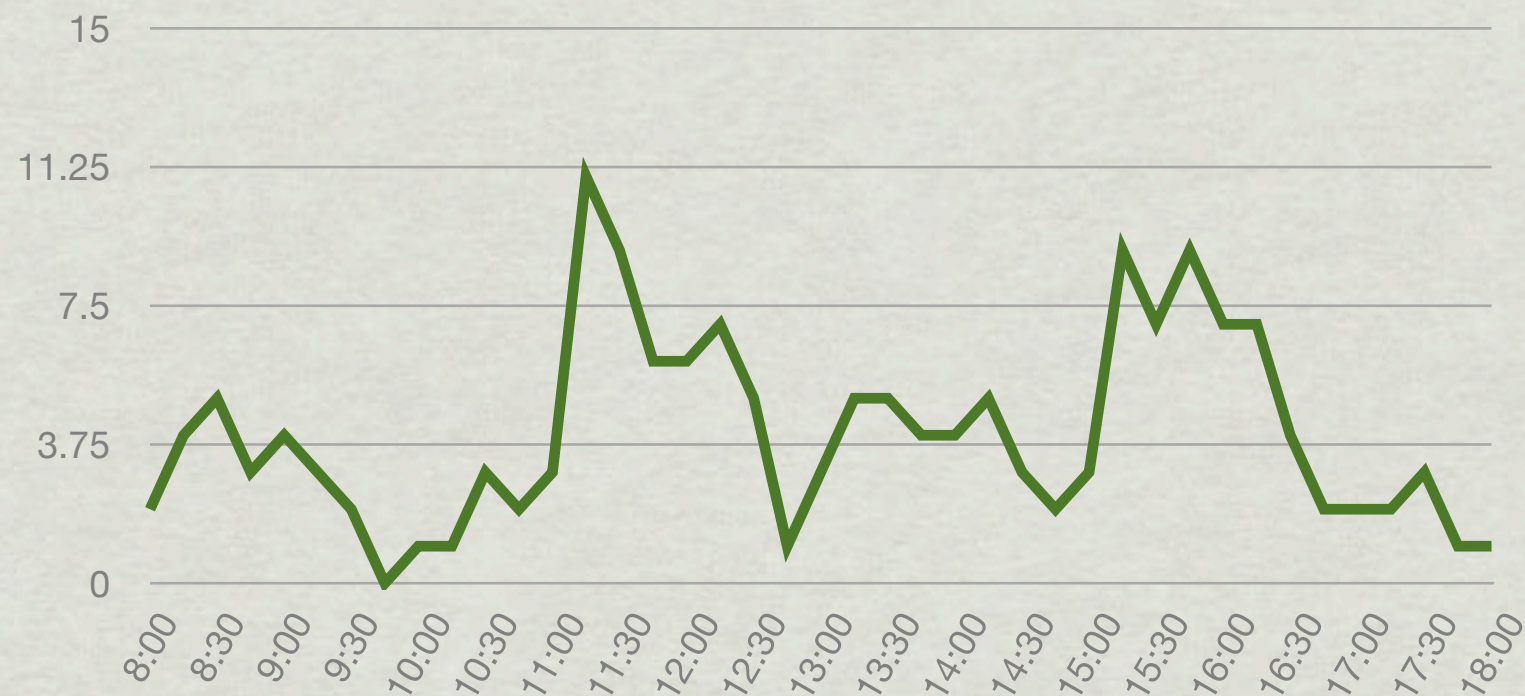
Economic Vitality



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Local – 144 Sullivan St.

- * 16'x6' wooden deck - Capacity: 12
- * 96 users in 10 hours (8AM to 6PM)
 - * Male: 58; Female: 38
 - * Group: 63; Individual: 33
- * Peak hour average occupancy: 7
- * Peak hour turnover: 1.3 per seat per hour



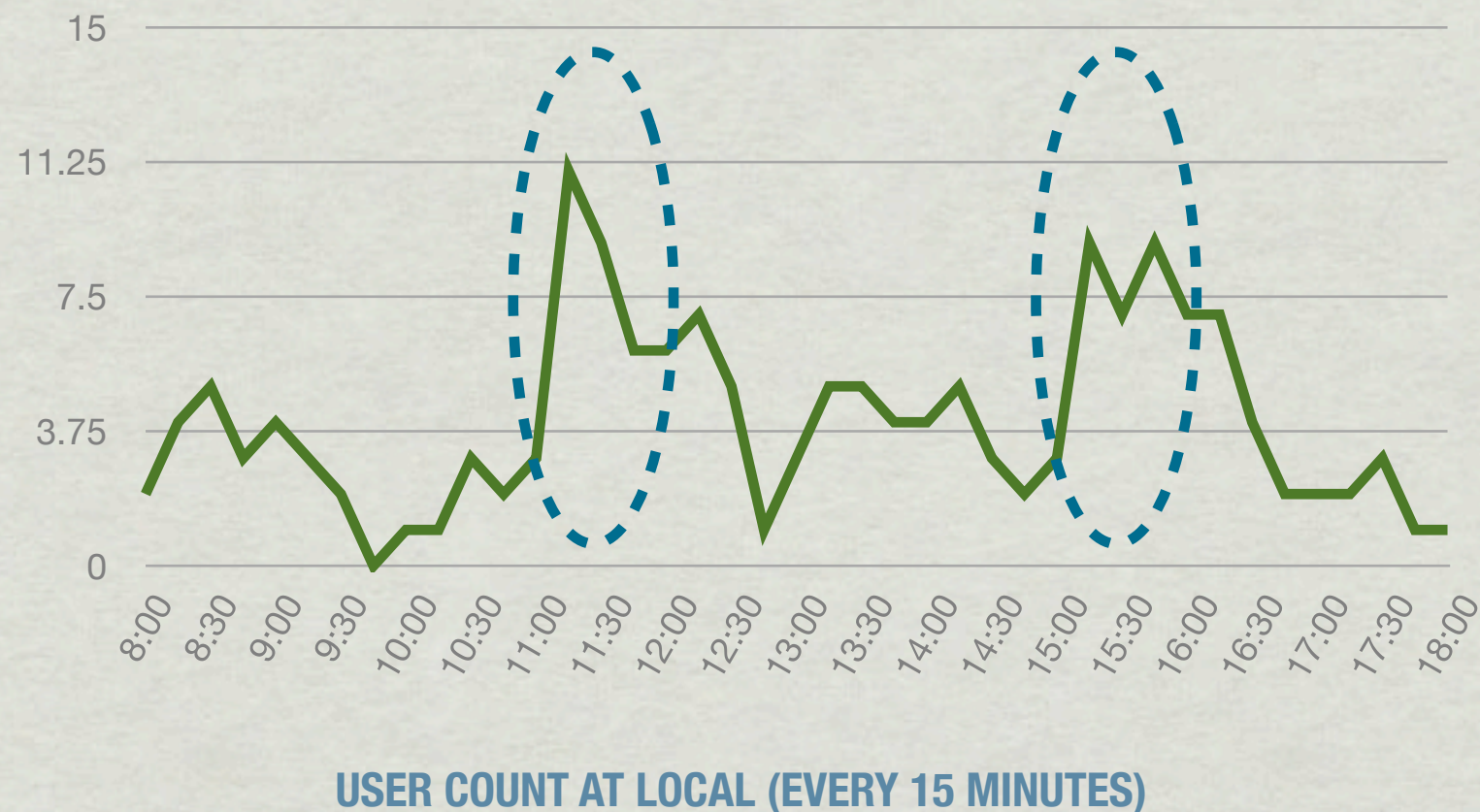
USER COUNT AT LOCAL (EVERY 15 MINUTES)



- * Average dwell time - 26 minutes
 - * 50% stay longer than 15 minutes
 - * Maximum dwell time 111 minutes
- * 90% users are local residents
- * Pet-friendly environment
- * Foresting conversations

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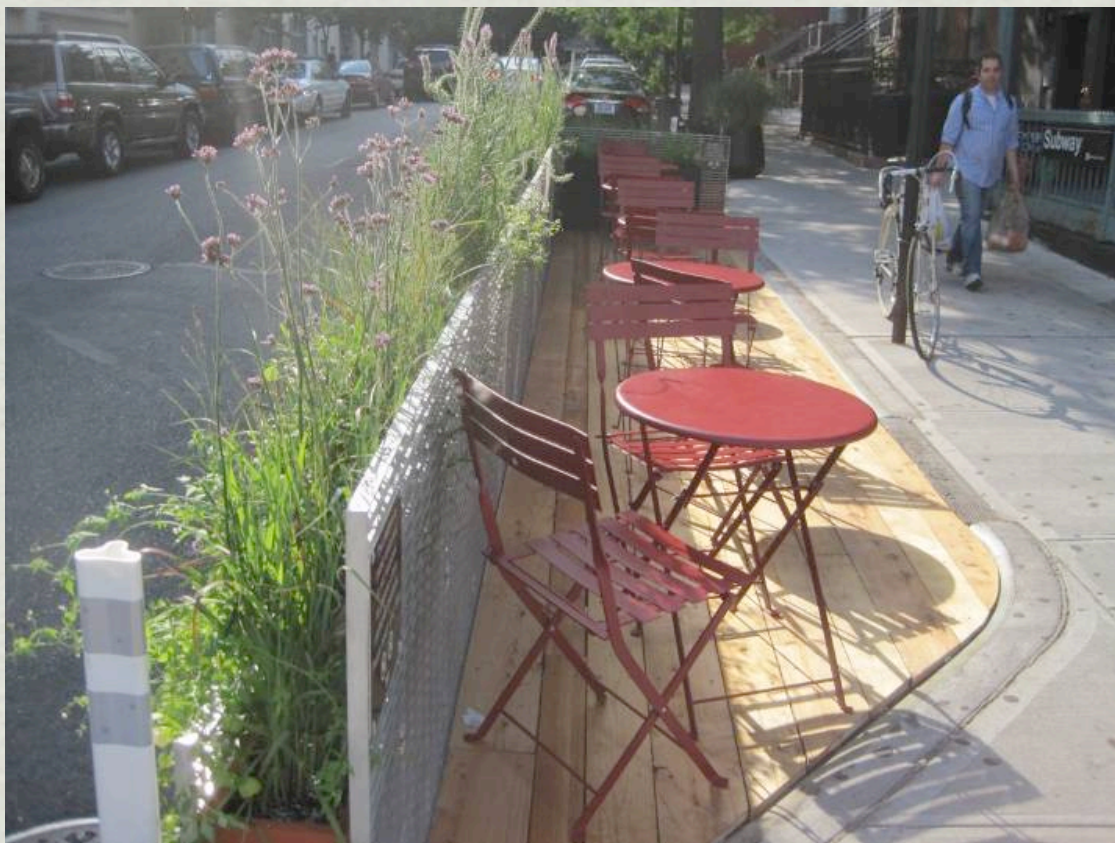
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Ecopolis – 180 Smith St.

- ✱ 25'x6' - 5 tables, 10 chairs
- ✱ 38 users in 3 hours (11am to 2pm)
 - ✱ Male: 18; Female: 20
 - ✱ Group: 21; Individual: 17
- ✱ Peak hour average occupancy: 4
- ✱ Peak hour turnover: 1.3 per seat per hour



- ✱ Average dwell time - 28 minutes
 - ✱ 50% stay longer than 24 minutes
 - ✱ Maximum dwell time 91 minutes
- ✱ 67% of those who use the space live or work within 3 blocks
- ✱ Behavior: relaxing / talking

Le Pain Quotidien – 44 St.

- * 60'x6' - 10 tables, 20 chairs
- * 92 users in 3 1/2 hours (12:45a to 3:15p)
 - * Male: 48; Female: 44
 - * Group: 58; Individual: 34
- * Peak hour average occupancy: 10
- * Peak hour turnover: 1.3 per seat per hour



USER COUNT AT LE PAIN QUOTIDIEN (EVERY 15 MINUTES)



- * Average dwell time - 25 minutes
- * 50% stay longer than 22 minutes
- * Maximum dwell time 57 minutes
- * 90% of weekday users live or work in the nearby neighborhood
- * Weekend users - tourists
- * Behavior: Lunch / talking

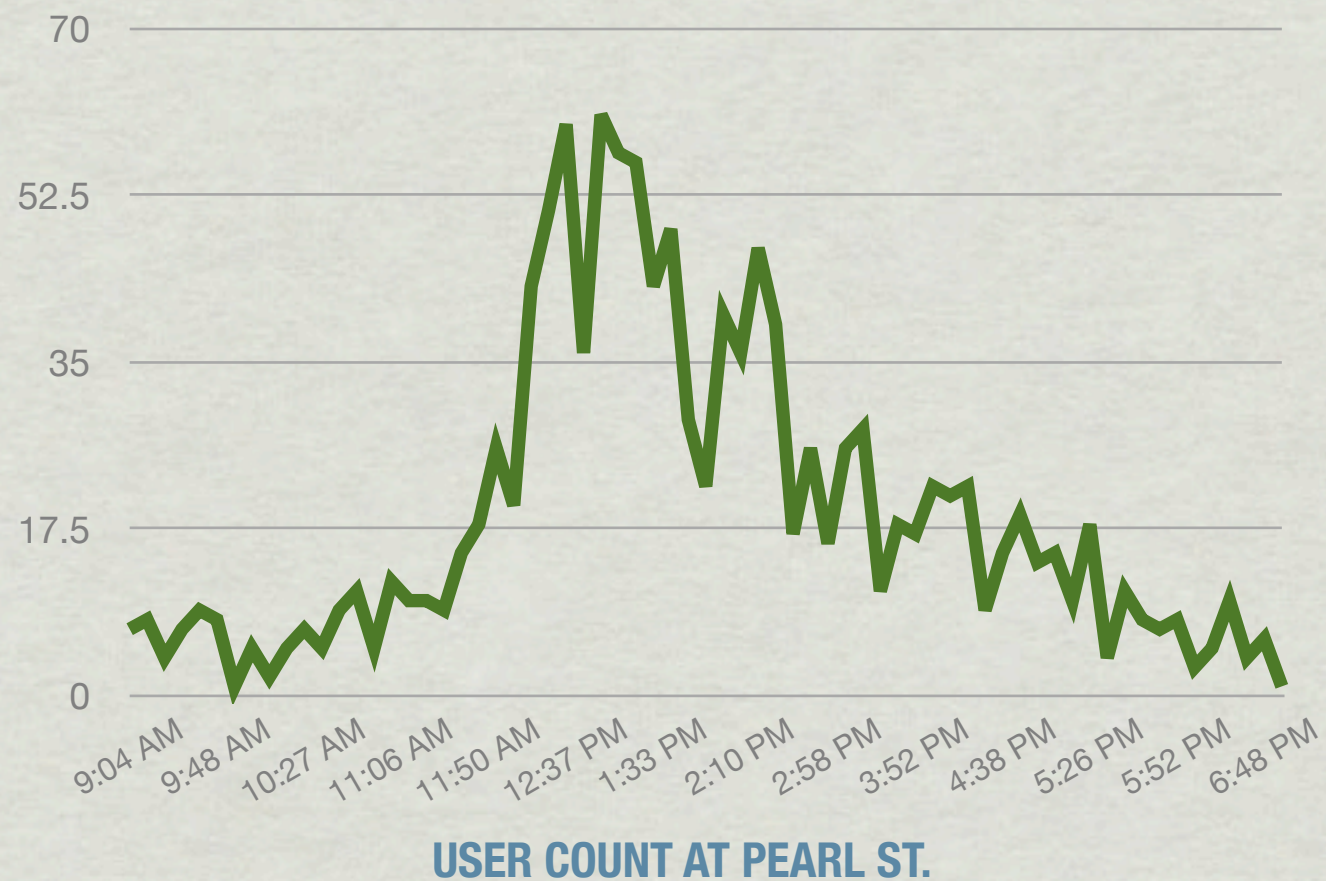
Pearl St.

- * 84'x6' - 14 tables, 50 chairs
- * Data Collected in September 2010
 - * Male: 63%; Female: 37%
 - * Sitting: 77%; Standing: 23%
- * Peak hour average occupancy: 42
- * Behavior: lunch/coffee, relaxing



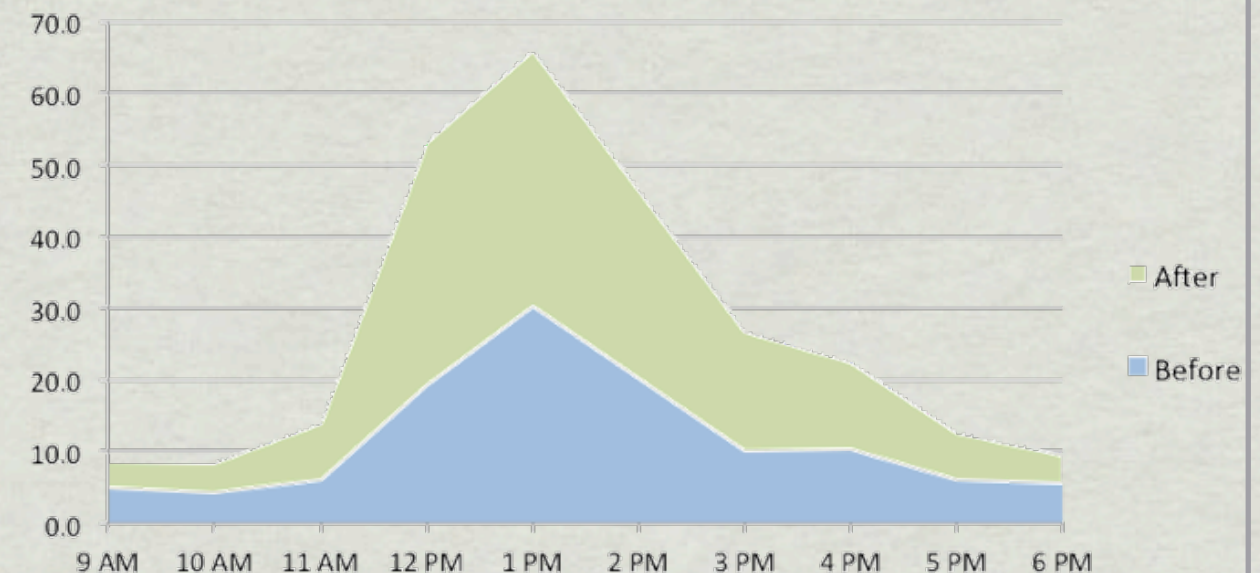
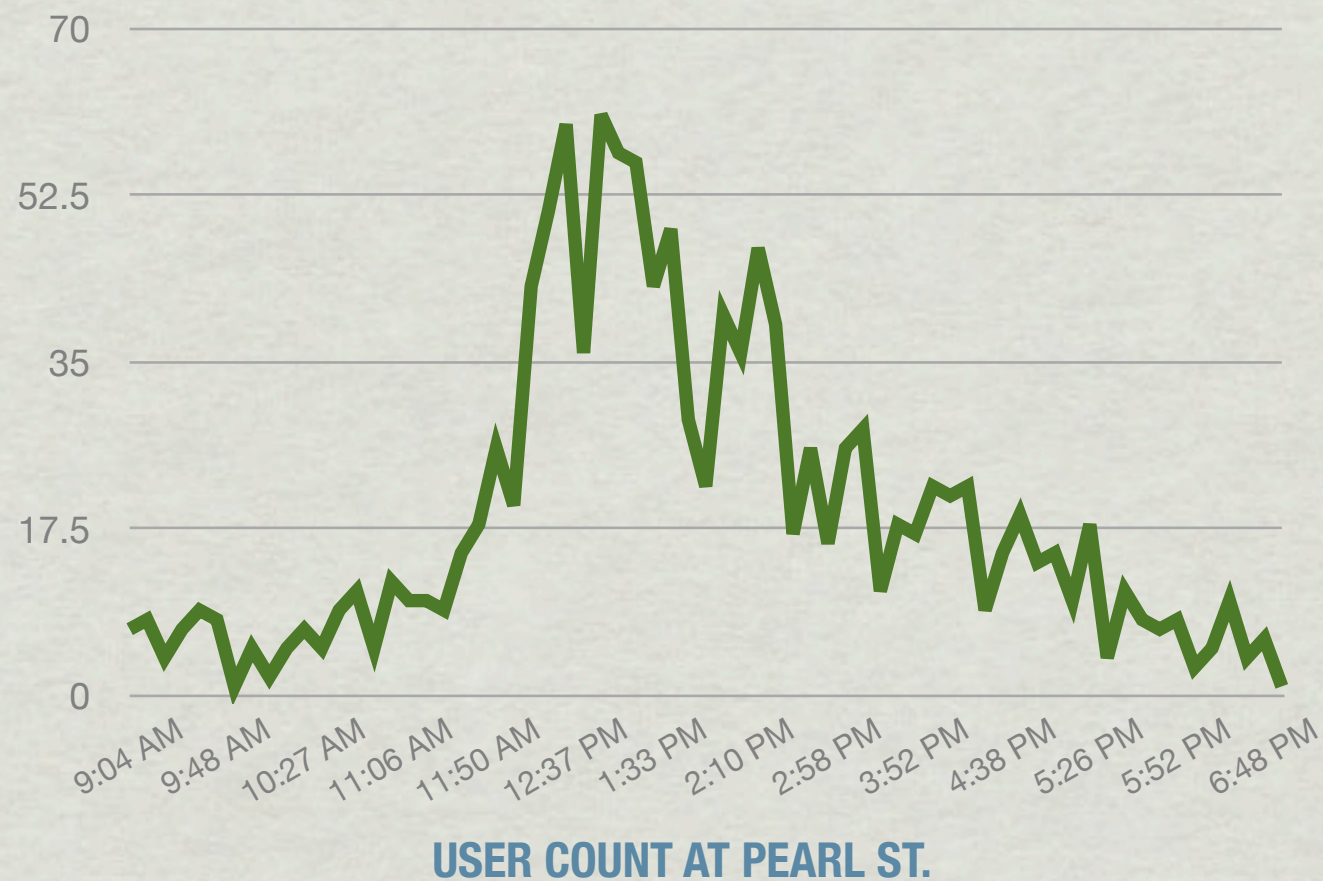
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COUNT OF PEOPLE SITTING ON PEARL STREET 7/10 VS. 9/10.

- * Average number of people sitting went up
 - * In total: Up 22%
 - * Peak hour: Up 77%
- * Sales Increase
 - * Bombay's 14% (2010 vs. 2009)
 - * Fika 9-15% (Before & After Installation)

Usage Comparison

	Local	Ecopolis	Le Pain Quotidien	Bombay's and Fika (Pearl Street)
Avg. user per count	4	4	11	19
Avg. user per count (12pm to 2pm)	5	4	11	43
Maximum Count	11	12	18	61
Maximum Occupancy	92%	120%	90%	122%
Average Occupancy	33%	40%	55%	38%
Peak Hour Turnover	1.3	1.3	1.3	-
Average Dwell Time	26 minutes	28 minutes	25 minutes	-
Maximum Dwell Time	111 minutes	91 minutes	57 minutes	-
25% Quartile	43 minutes	35 minutes	36 minutes	-
50% Quartile	15 minutes	24 minutes	22 minutes	-
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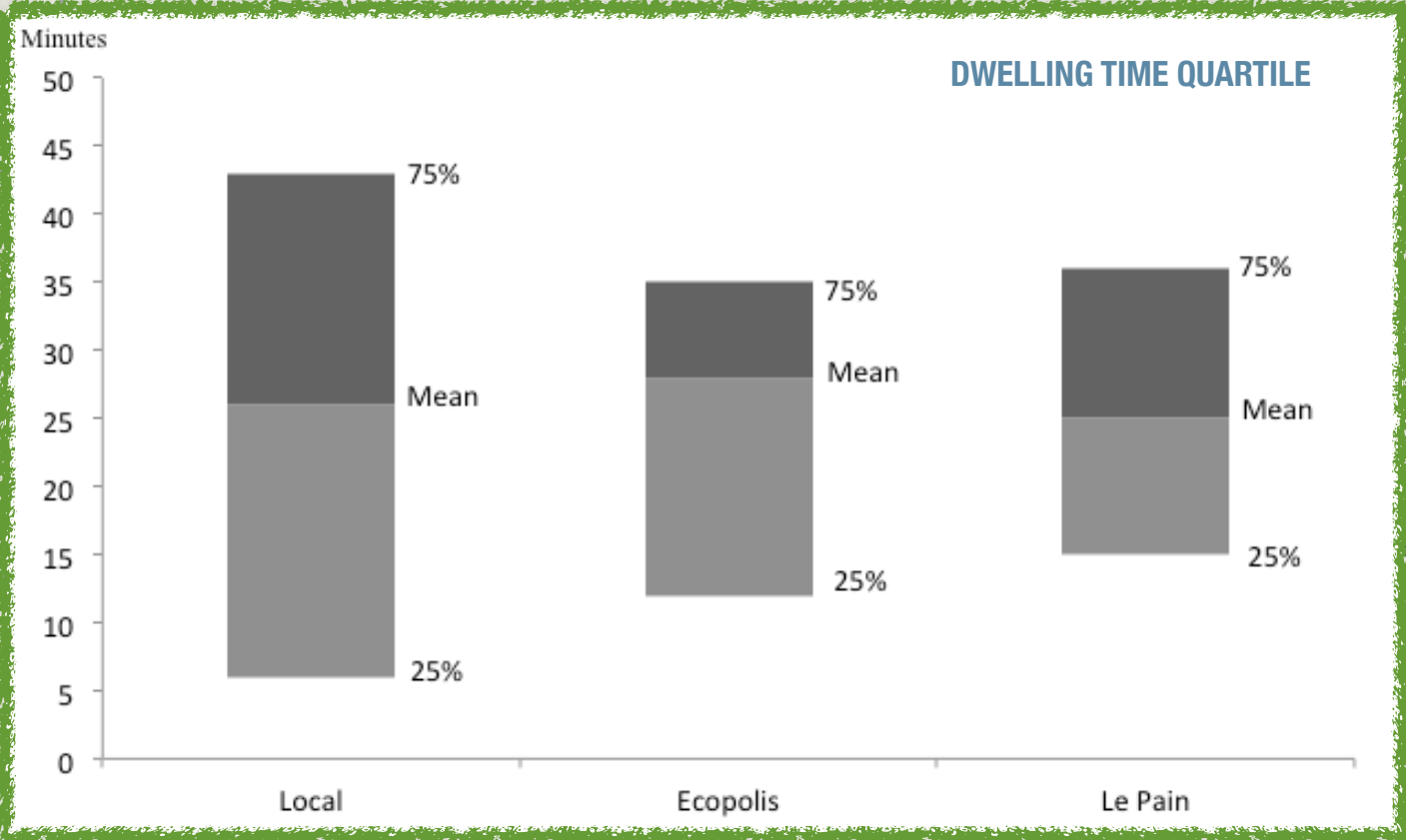
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Challenges and Recommendations

✱ Community Concerns

- ✱ The platforms would not be cleaned or well-maintained
- ✱ People gathering would cause disruptive noise
- ✱ Illegal vendors would be attracted to the sidewalk or platform
- ✱ People would loiter in the spaces overnight
- ✱ The installations would be filled with tourists, not residents

✱ Operational Challenges

- ✱ Vandalism
- ✱ Business activities

✱ Recommendations

- ✱ More Visible Signage
- ✱ Simpler design for easier installation and affordable maintenance



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Thank You!

September, 2012

TIME LAPSE VIDEO OF LOCAL: [HTTP://WWW.YOUTUBE.COM/WATCH?V=NJLF57CUJNY](http://www.youtube.com/watch?v=NJLF57CUJNY)