



# BLUE MARBLE ICE CREAM STREET SEAT

Community Board 8

May 23, 2017





# SAMPLE SITE: BEFORE





# SAMPLE SITE: AFTER





# EXISTING CONDITIONS





# ABOUT BLUE MARBLE ICE CREAM



Est. on Underhill Avenue 2008

Independently owned

Family friendly

Employs local residents

Community engagement



# ABOUT BLUE MARBLE ICE CREAM

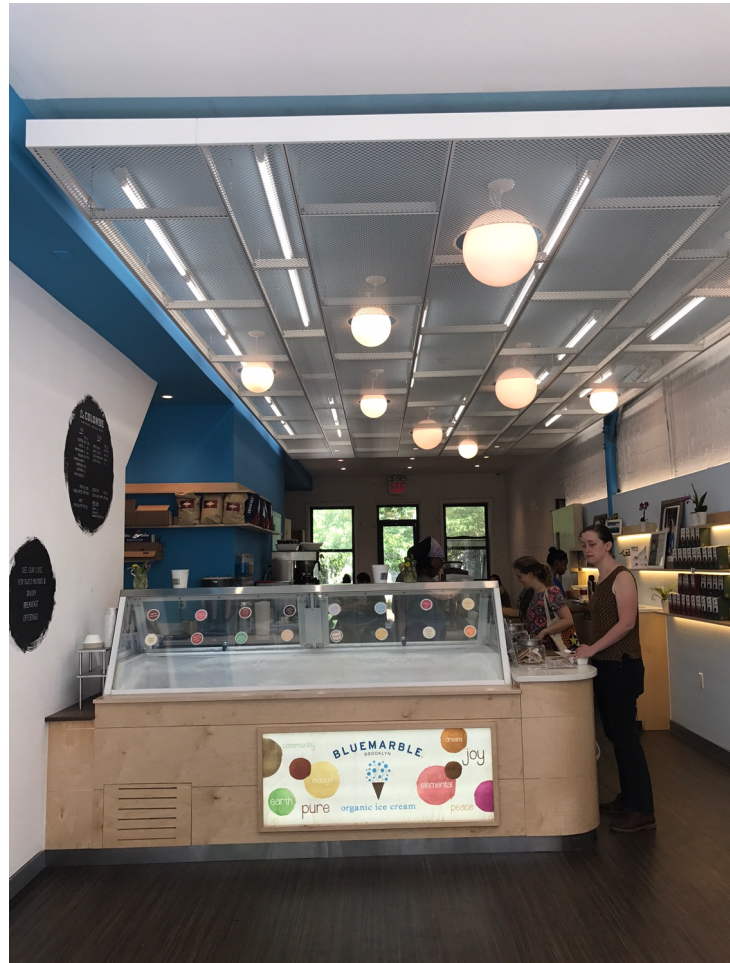
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## recent renovation

Blue Marble recently signed a lease renewal committing to up to 13 more years of occupancy.

We pledge to continue to improve our neighborhood.

The beautification of the exterior is the next phase of our commitment.





# THE EVOLUTION OF OUR BLOCK

historic business district within residential community

c. 1920, looking north from St. Johns





# THE EVOLUTION OF OUR BLOCK

c. 2008, same corner of Underhill & St. Johns





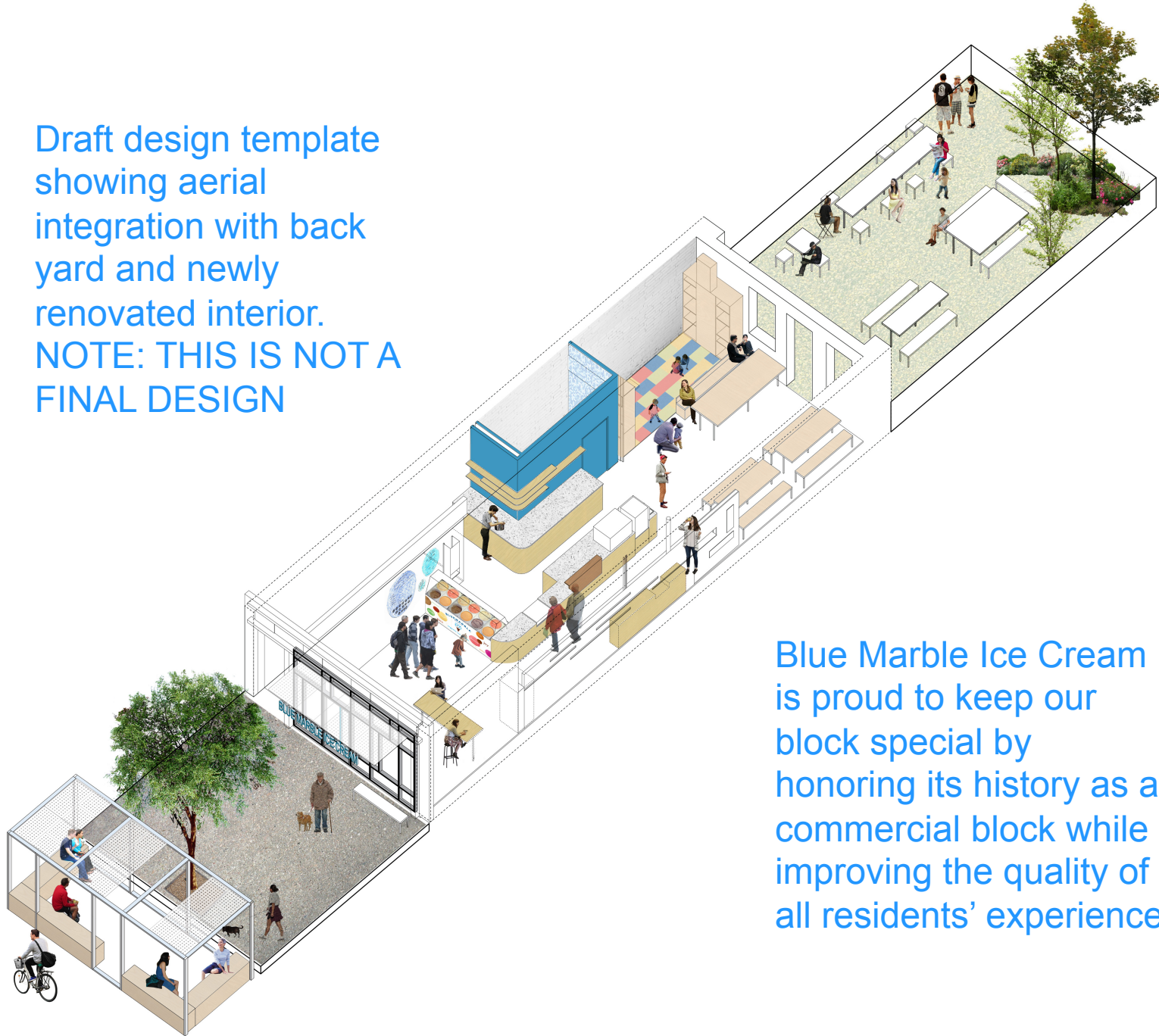
# THE EVOLUTION OF OUR BLOCK

c. 2011, looking south towards St. Johns





Draft design template showing aerial integration with backyard and newly renovated interior. NOTE: THIS IS NOT A FINAL DESIGN



Blue Marble Ice Cream is proud to keep our block special by honoring its history as a commercial block while improving the quality of all residents' experience.

# HOW IT WORKS

- Application based
- Community Board approved
- Installed along the parking lane
- Three design types
- Seasonal, March until December



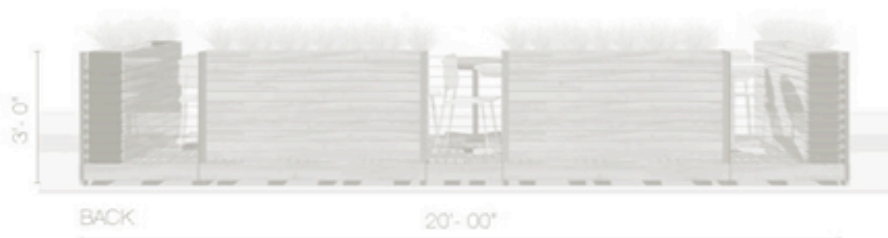
# STANDARD DESIGN

20'-00"

- 6 feet wide
- 20' feet long segments
- Platform flush with the curb
- Plastic pallet subsurface
- Deck tile finish
- Planter boxes
- Stainless steel cables
- Moveable furniture

TOP

FRONT



BACK

20'-00"

## OUR VISION

- Safety first: all walls closed and made of strong materials
- Furniture to be brought in nightly or covered by staff to avoid night occupancies
- Design focus on nature and blending with surroundings, with accents of Blue Marble color palette

FRONT

BACK

# SAFETY

No Standing Anytime signs

Flexible delineators

Wheel Stop Bars

Painted White Parking Lane



# OPERATION

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- All seating open to public
- No alcohol or smoking allowed
- No commercial activity (e.g., waiter service)
- Moveable furniture removed & stored by partner
- Partner responsible for maintenance via an agreement with DOT



# BENEFITS

- More active community life
- More structured leisure area will maintain order on sidewalk
- Space of one parked car utilized by 100 people in a day
- Increases standards for maintaining a clean and orderly block
- Greenery and seating, open views

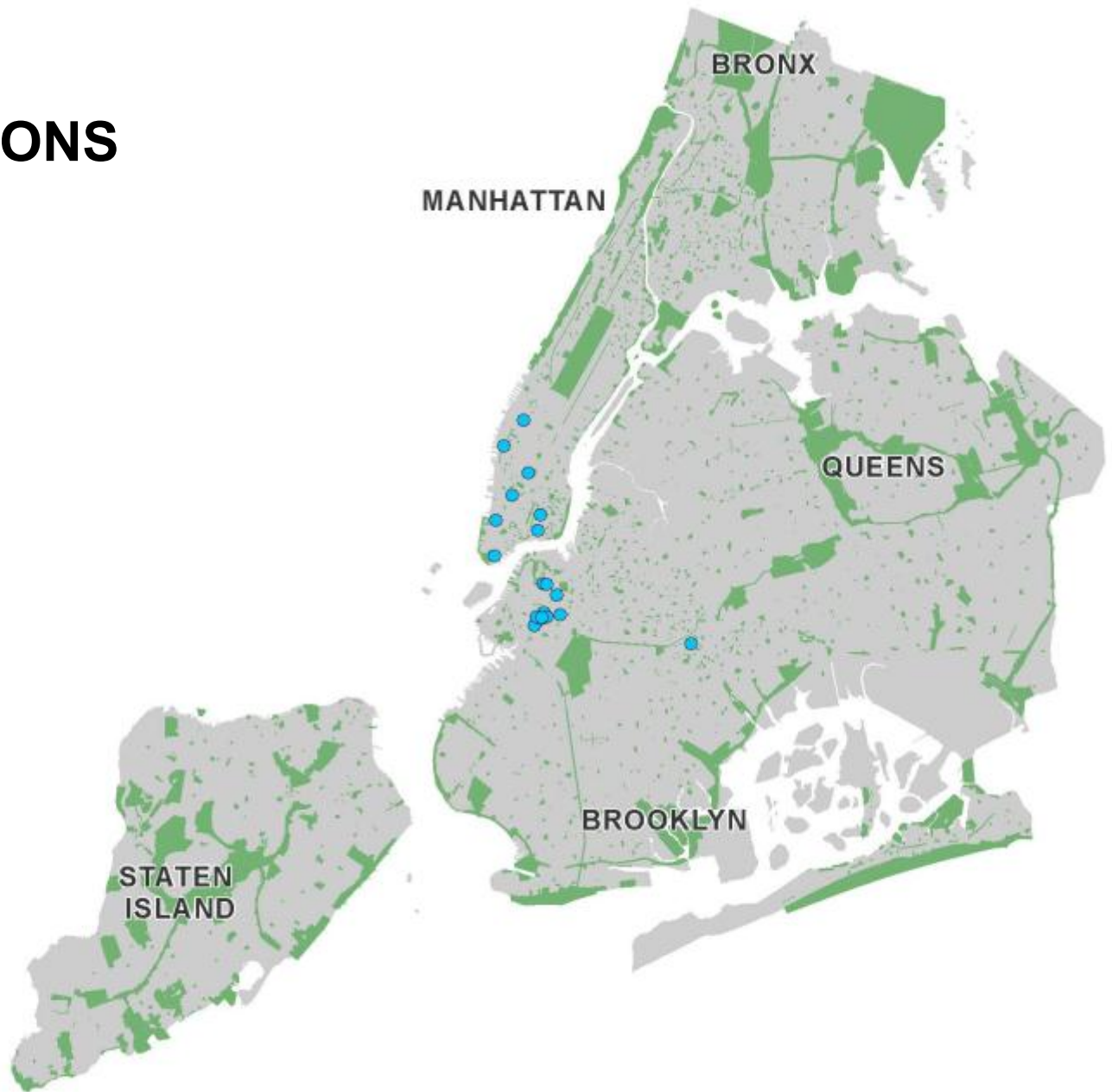
## Economics

- Sales up 10–15%



# 2016 INSTALLATIONS

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# THANK YOU!

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## Questions?



NYC DOT



NYC DOT



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NYC DOT