

484848

hoursweeksyears

WHAT IS 48x48x48?

Culture change does not need to wait for millions of dollars in investment. Culture change can start now by **taking action now**.

48x48x48 is a replicable, community building process targeting opportunity areas at three scales of time: hours, weeks, and years. Inspired by the inefficiency of **conventional planning** and implementation processes, 48x48x48 emphasizes **immediate action** through cooperative community participation.

The 48x48x48 process starts with an intense 48 hour intervention at the scale of the city block. During

the first 48 hours, **temporary improvements** are rapidly installed and open strategic planning sessions are hosted within on-site 'laboratories.' The short term physical improvements and the broader conversations they inspire not only help the community realize what's possible, but actually **kick-start the long process** of creating permanent change.

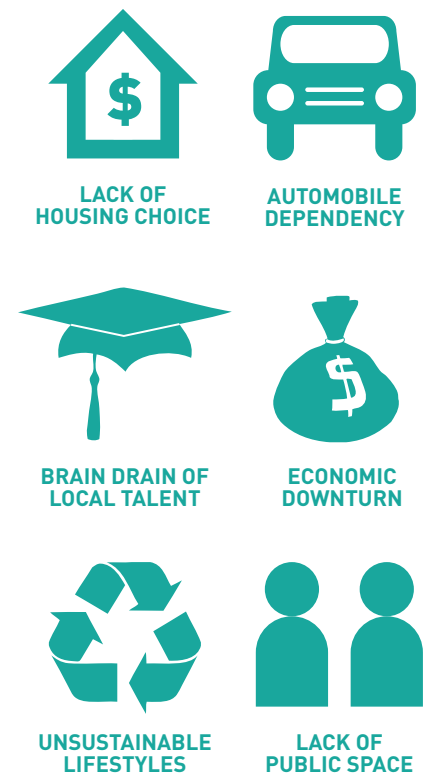
Thus, in 48 hours **there is a call to arms to DO**. In 48 weeks, strategies for achieving short-term benefits and long-term goals are implemented. In 48 years, a vision is achieved.

WHY DID WE DO IT?

A myriad of interrelated challenges currently face Long Island's suburbs. From **zoning obstacles**, to a lack of **infrastructure investment**, to **brain drain**, the solutions require an immense amount of regional coordination. However, one of the largest opportunities to address these issues is through empowering local residents to create plans for restructuring the way they understand the social and physical fabric of their community. The 48x48x48 framework is designed to expose this opportunity in a way that is flexible and cross-disciplinary.

In the village of Oyster Bay, we chose four specific areas of opportunity: **Local Food & Commerce, Transportation, Social & Civic, and Public Space**.

Here's the secret: when community leaders self-organize for what seems to be short-term improvements with feasible goals,



they are actually formulating a powerful framework for long-term permanent changes!



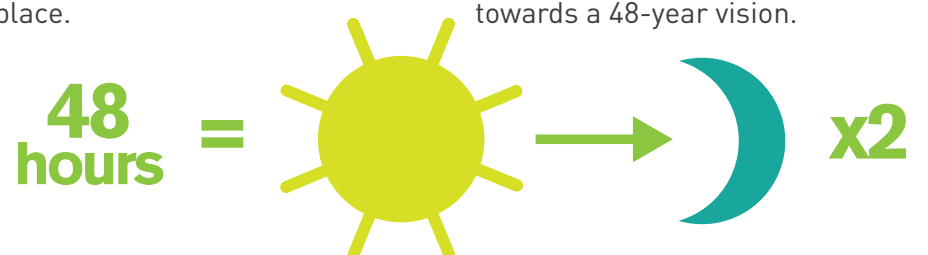
AUDREY AVENUE: JUNE 12TH & 13TH 2010

Once the bustling gateway into downtown **Oyster Bay, Audrey Avenue** is home to the town's post office, town hall and a Long Island Railroad station. Today, Audrey Avenue is void of activity—economically, physically, and socially. It is littered with vacant store fronts, struggling businesses, and contains virtually no public space amenities.

In Oyster Bay, we found a group of **highly motivated local partners** ready to take on the challenge of improving their public realm. The 48x48x48 process was conceived and used to create a collaborative downtown demonstration project, transforming Audrey Avenue into a vibrant, active, pedestrian-oriented place.

During the 48 hour intervention, held on **June 12th and 13th 2010**, our team created two "pop-up" stores in vacant spaces, organized **local workshops and classes** held by local businesses and organizations, attracted **mobile food vendors and a farmers market**, and took steps towards creating **permanent regional attractions**, such as the Oyster Bay Railroad Museum.

Our 48 hour intervention concluded with a wrap-up session with community leaders — many of whom had never previously collaborated — committing to action plans for the next 48 weeks to move towards a 48-year vision.



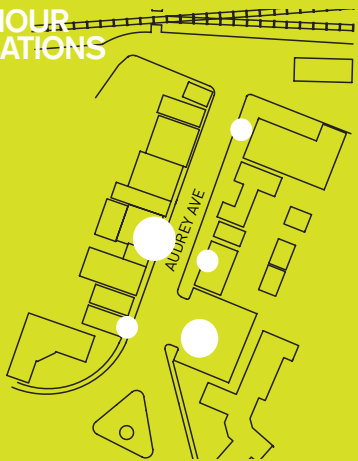


LOCAL FOOD & COMMERCE

PROBLEM: Oyster Bay, particularly Audrey Avenue, lacks a critical mass of attractions to generate significant foot traffic downtown.



48 HOUR LOCATIONS



48 HOURS



- Utilized vacant spaces to create a farmers market, pop-up store, cafe, and outdoor vending to support local goods and merchants
- Organized a series of workshops and classes held by local businesses and organizations,
- Took steps towards creating permanent regional attractions through the Oyster Bay Railroad museum and Billy Joel 20th Century Cycles Museum
- Created a gathering place for community members
- Increased foot traffic to existing businesses in the area



BEFORE



48 YEARS



- Promote healthy lifestyles by serving fresh, whole, and non-processed foods to combat health epidemics such as diabetes, heart disease, and cancer
- Transform the economy to support local identity while retaining local workers and young talent
- Reduce air pollution by reducing food miles and food prints
- Sustain Oyster Bay's natural resources to ensure maritime health into the future

48 WEEKS



- Begin to change the culture of food and health in Oyster Bay
- Continue steps towards revitalizing the consumption of local goods, building the identity of Oyster Bay, and educating residents and visitors about local food, tradition, and environment
- Build upon the identity of the Railroad Museum to create a destination for entrepreneurial incubation through reuse of rail cars for low-overhead small businesses





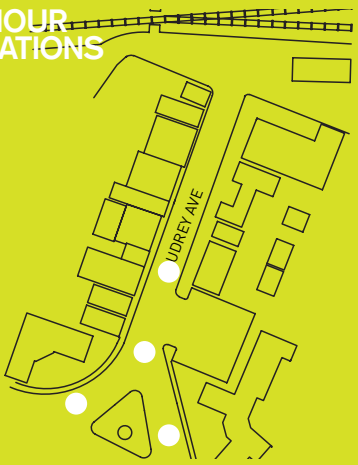
TRANSPORTATION

PROBLEM: Over-emphasis on the private vehicle has degraded conditions for pedestrians and cyclists, while limiting the cost-effectiveness of local public transit.

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48 HOUR LOCATIONS



48 HOURS



- Temporarily closed street to thru traffic
- Replaced vehicular travel lanes with plaza space, seating, and social activities, demonstrating how streets can serve as hubs of social vitality rather than merely vehicular thoroughfares
- Applied Shared Use Lane Markings, or "Sharrows" to improve bicycle access and to encourage sharing of the road
- Brought walking to the forefront as a key, local source of active transportation
- Fostered dialogue around strategies to promote LIRR ridership



BEFORE



48 YEARS



- Infill LIRR parking lot with mixed-use, transit-oriented development
- Provide more frequent LIRR service on faster trains

48 WEEKS



- Close the Audrey Avenue triangle in front of the Post Office to vehicles and open it up for people as a plaza
- Paint real sharrows on the street, and implement other strategies to reinforce the local bicycle network
- Create a regional bicycle network
- Add appropriately located bicycle parking throughout the Town
- Improve access to the Teddy Roosevelt Park by opening up the gated fence at the terminus of Audrey Avenue, adjacent to the old train station
- Open pedestrian passage between train the station parking lot and Audrey Avenue, behind the Post Office
- Advocate more frequent LIRR train service
- Support local business through a concierge service at train station to promote ridership

- Improve bicycle and pedestrian mode share to 10% through building out the bicycle network, particularly within "bicycle sheds" that are equivalent to a five minute bicycle ride (~1 mile)
- Implement a circulator transit system to key destinations: the waterfront, downtown, regional parks, and museums



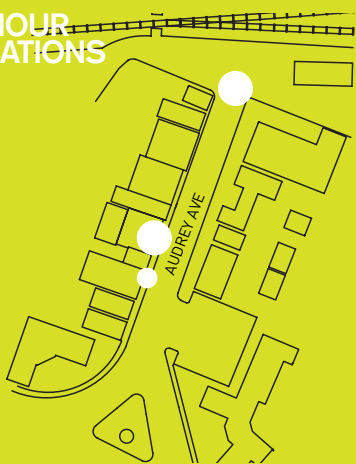


SOCIAL & CIVIC

PROBLEM: After the recent failure to implement two major proposed projects, the Oyster Bay community lacks faith in its ability to restore its former urban vitality.



48 HOUR LOCATIONS



48 HOURS



- Fostered awareness of Audrey Avenue's potential as a vital civic gateway
- Built partnerships through the planning and implementation process in a village with no central leadership — Oyster Bay has no mayor!
- Created social hubs at formerly vacant spaces through pop-up store, coffee shop, workshop space, parks, and farmers market
- Enabled diverse, multi-generational civic engagement through on-site planning laboratories
- Used online social media outlets to advertise and organize community groups



48 YEARS



- Build upon the social vitality of Audrey Ave to create a ripple effect throughout the downtown area
- Cultivate Audrey Ave as a regional destination and social hub for Nassau County
- Showcase Oyster Bay as a small town benchmark by hosting national conferences and events

48 WEEKS



- Continue community engagement through future 48x48x48 interventions in other locations downtown
- Establish an online portal for "living plans" to connect the existing community and planning groups
- Create a social hub, such as a coffee shop and art house theatre, with regular events at Audrey Avenue
- Further the presence of the Post Office and Town Hall as civic anchors by promoting activity in their surrounding public spaces
- Regularly program Audrey Avenue to cement its role as the civic gateway to downtown Oyster Bay
- Increase talent retention by creating social and civic opportunities for youth and young adults



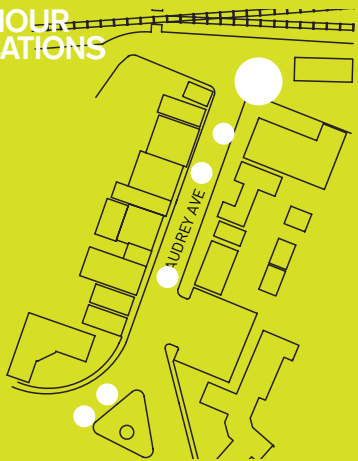


PUBLIC SPACE

PROBLEM: Funding shortages, lack of programming, and over emphasis on the automobile undermine the potential wealth of public vitality on Audrey Avenue.



48 HOUR LOCATIONS



48 HOURS



- Created a plaza park in the derelict Railroad Plaza, including a lawn, sun sail, cafe, and water features and a sandbox for kids
- Provided abundant on-street amenities to illustrate Audrey Ave's potential as a public gathering place
- Removed fences and bushes to open the Post Office lawn for public use and reinforce its role as a vital civic anchor
- Hosted an on-site laboratory to formulate a vision to evolve these spaces over the next 48 months and 48 years
- Hosted outdoor karate classes and a nighttime movie to showcase the low-cost programming potential of the reclaimed space



BEFORE



48 YEARS



- Develop Railroad Park as a one of a kind international destination with a strong presence throughout Theodore Roosevelt Park
- Reinvent Theodore Roosevelt Park as an active destination for waterfront dining, programming, and sustainable aquaculture
- Create a model for progressive civic institutions through the activation of the Post Office plaza

48 WEEKS



- Celebrate Railroad Plaza's railroad theme through an outdoor train car and other 19th century transportation artifacts
- Institute railroad re-use program including cafe, artist residency program, art classes, and pop up stores
- Host a weekly concert series on the Post Office lawn
- Create Post Office managed reading rooms with flexible seating and games
- Increase on street amenities including seating and tables, appropriately scaled lighting, vending, etc

