

# 48x48x48 - Oyster Bay, NY

**Type:** 48x48x48 Action Plan

**Size:** One block

**Status:** Implementation underway

A myriad of interrelated challenges currently face Long Island's suburbs. From smart growth zoning obstacles, to a lack of infrastructure investment, to brain drain, the solutions require an immense amount of regional coordination.

Alongside DoTank: Brooklyn, Street Plans worked with the Oyster Bay Main Street Association to address several of these issues through empowering local residents to restructure the way they understand the social and physical fabric of their community.

In the village of Oyster Bay, the team chose to use its 48x48x48 process to focus upon four specific areas of opportunity: Local Food & Commerce, Transportation, Social & Civic, and Public Space. The project included reclaiming Audrey Avenue, Oyster Bay's civic heart, to highlight the village's strengths and weaknesses right alongside its citizens, all while demonstrating that meaningful change need not cost millions of dollars.

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. During the 48-hour intervention, held on June 12th and 13th 2010, the 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. An immediate result of the 48x48x48 process is that the pop-up Farmers' market has since become permanent, which helps activate the community's core.

**48x48x48**  
hours weeks years

**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 action for DoTank. 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 change!

**AUDREY AVENUE: JUNE 12<sup>TH</sup> & 13<sup>TH</sup> 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.

**48 hours = [sun icon] -> [moon icon] x2**

**LEGEND:**

- TABLES & SEATING
- UMBRELLAS
- WATER FEATURES
- PLAY SAND
- GREENSPACE
- SUN SAIL
- POP-UP CAFES
- POP-UP MARKETS
- EVENT SPACE

**SCALE: 1" = 200 FT**

**SCALE: 1" = 100 FT**

**FOCUS AREAS:** LOCAL FOOD & COMMERCE, TRANSPORTATION, SOCIAL & CIVIC, PUBLIC SPACE

**CHALLENGES:** LACK OF HOUSING CHOICE, AUTOMOBILE DEPENDENCY, BRAIN DRAIN OF LOCAL TALENT, ECONOMIC DOWNTURN, UNSUSTAINABLE LIFESTYLES, LACK OF PUBLIC SPACE

