



Broadway Vision Master Plan

Public Design Commission
Conceptual Submission

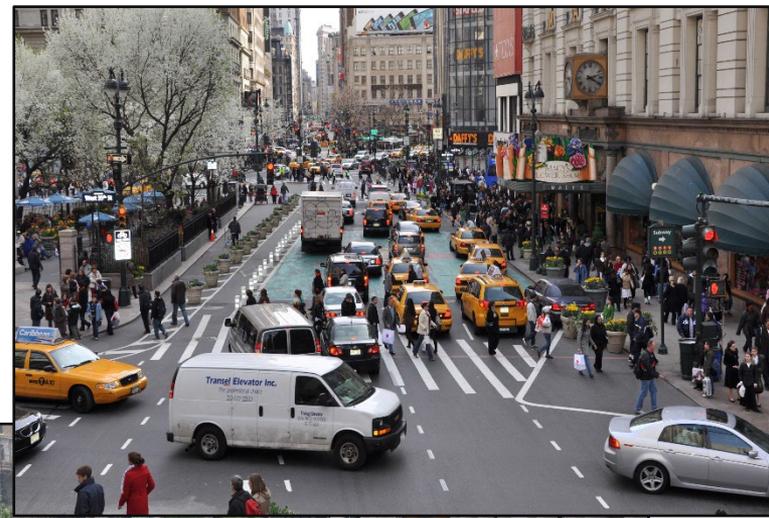
4/28/2025



The Recent Past of Broadway

Greenlight for Midtown

- 2009 pilot project was the first major change to the Broadway corridor in recent history
- Focused on increasing pedestrian and bicycle priority from Columbus Circle to Herald Square
- Set the stage for additional in-house and capital reconstruction projects along Broadway



The Recent Past of Broadway

Greenlight for Midtown

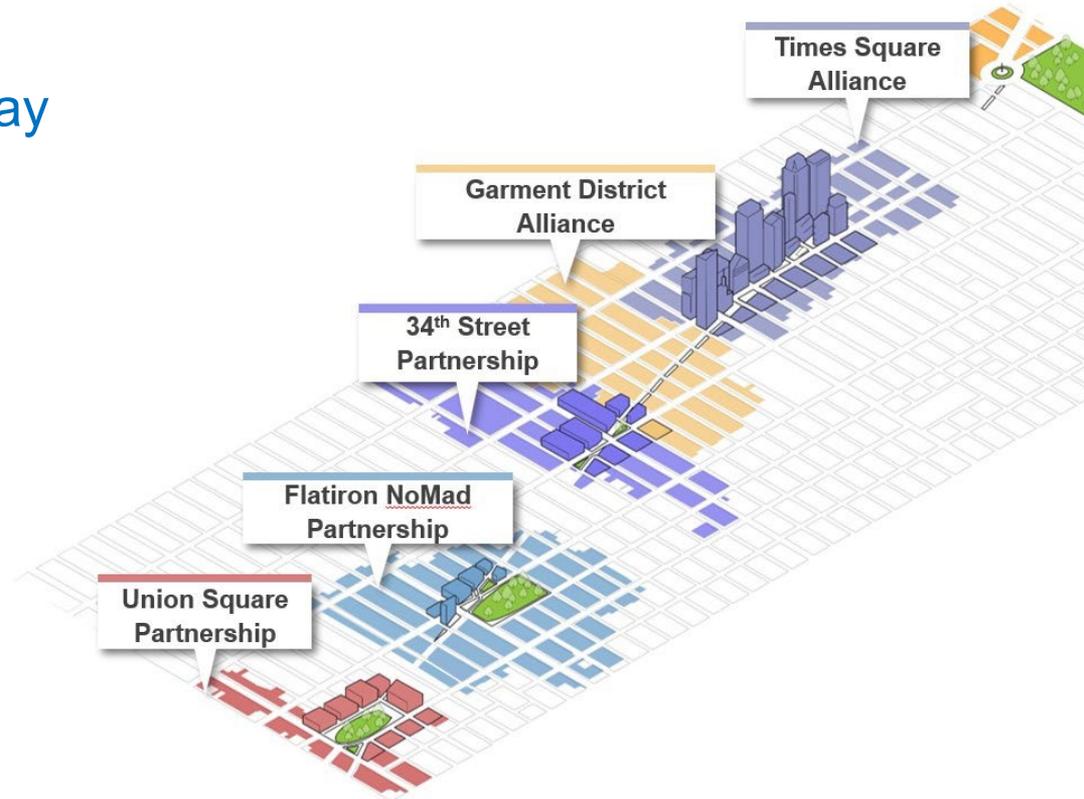
- Culminated in full reconstruction of the Times Square Plazas in 2016
- First reconstruction of major public spaces along the Broadway corridor
- Many lessons learned regarding design, materials, and operations of large-scale public spaces



Broadway Vision

Operational Toolkit for a Pedestrian Centered Broadway

- Developed block typologies to prioritize pedestrian space and bicycle access
- Typologies would be deployed along the full corridor, with unique strategies at the major squares
- Create corridor wide management and operational initiatives to support the public realm over the long term



Broadway Vision

Hierarchy of Need

- Maximize plaza spaces at major squares
- Create **additional plaza spaces** in neighborhoods that currently lack them
- Emphasize **pedestrian priority** throughout
- Introduce slower speed, social cycling in both directions
- Route bicycle traffic onto the avenues around the major squares
- Maintain vehicular access as needed in critical areas based on surrounding land use and stakeholders



Broadway Vision

Innovative Operational Policies

- Creates spaces for economic recovery and resiliency
- Develop management policies for better quality of life and day to day needs
- Use programming, activations, and art to bring street life to the varying neighborhoods



Broadway Vision

Resolving Current Issues

- Develop legal regulations for managing the public realm
- Acknowledge security needs and develop new strategies to mitigate risk
- Build resilient public spaces
- Push design parameters beyond a typical “street”



Broadway Vision

Neighborhood Dependent Design

- Context-dependent design choices
- Union Square, Herald Greely, etc. all entail different materials, furniture, and lighting
- Coinciding capital design is space dependent
- Consistent toolkit allows for overarching similarities, such as shared public spaces and DOT standard materials



Broadway Vision

Unifying Elements

- Pedestrian priority – design decisions should prioritize the free movements of pedestrians
- Bicycle access – allow for two way cycling throughout the full corridor
- Vehicles allowed as guests – Provide access for vehicles for building drop offs and loading where needed
- Flexible and Future Proof – design for flexibility of use and flexibility into the future



Broadway Vision

Unifying Design Elements

Paving

- Pedestrian focused paving treatments, primarily using concrete to integrate with street materials

Lighting

- Pedestrian scale lighting, utilizing standard streetlights for shared streets

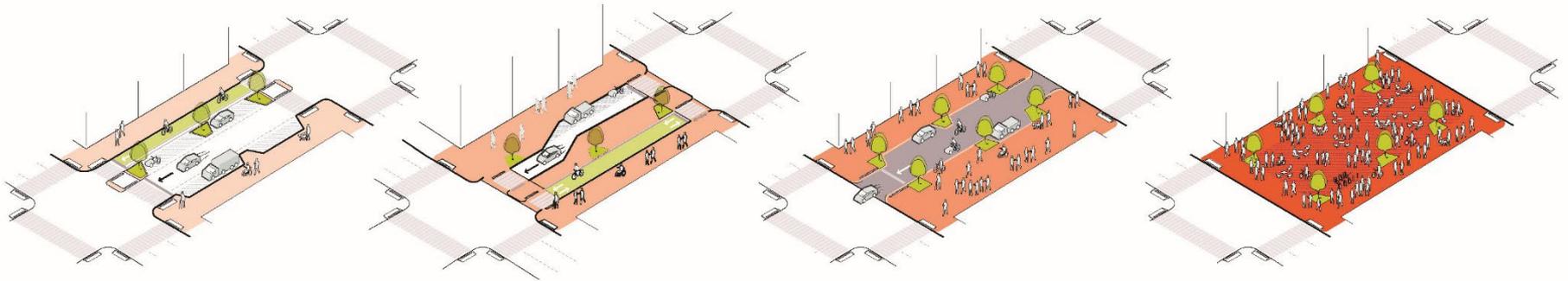
Seating

- Provide both fixed and moveable seating to allow for flexible use and a variety of programming



Broadway Vision Toolkit

Beyond the Binary



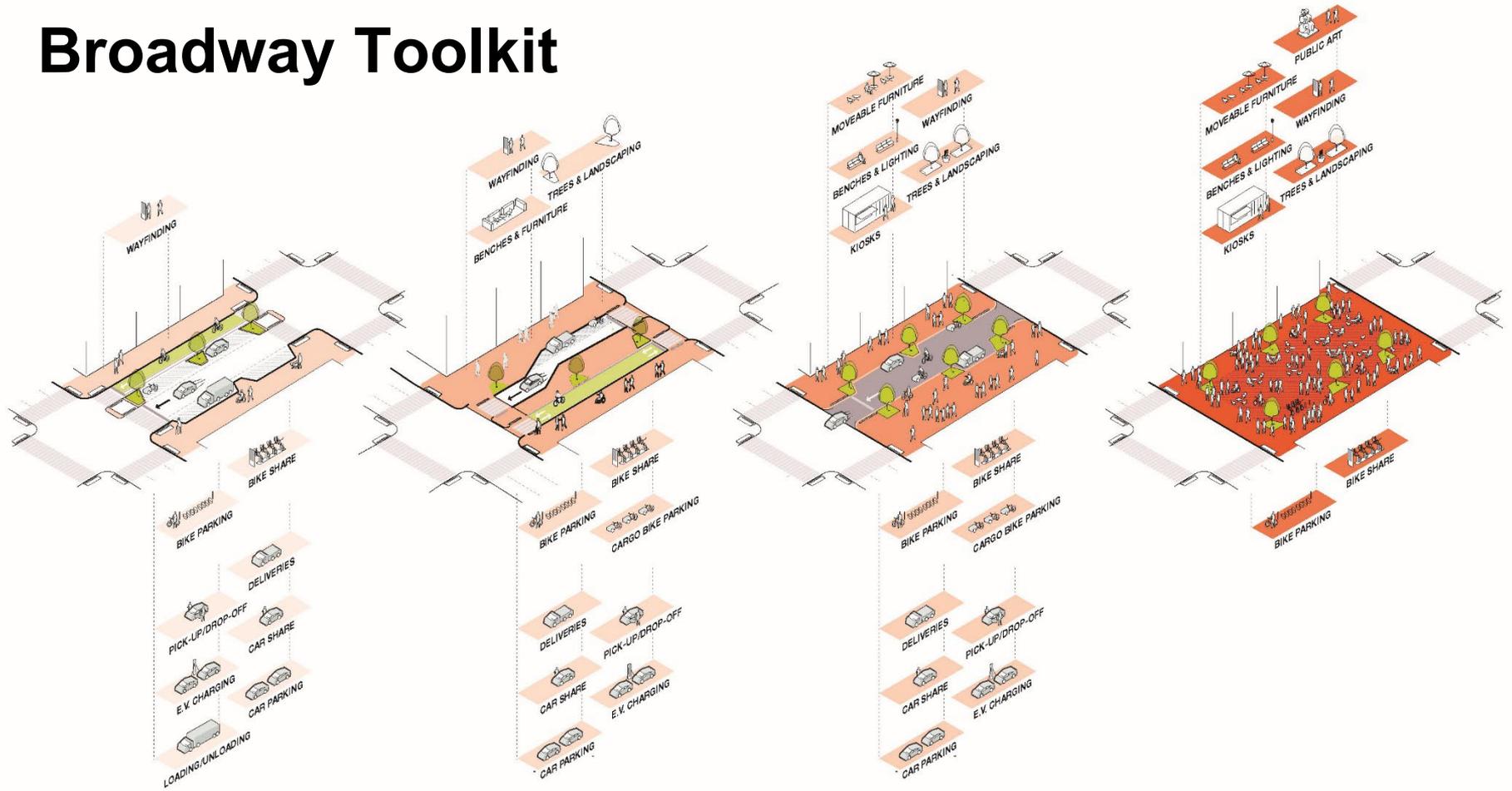
BASE BLOCK

SLOW BLOCK

SHARED BLOCK

PLAZA BLOCK

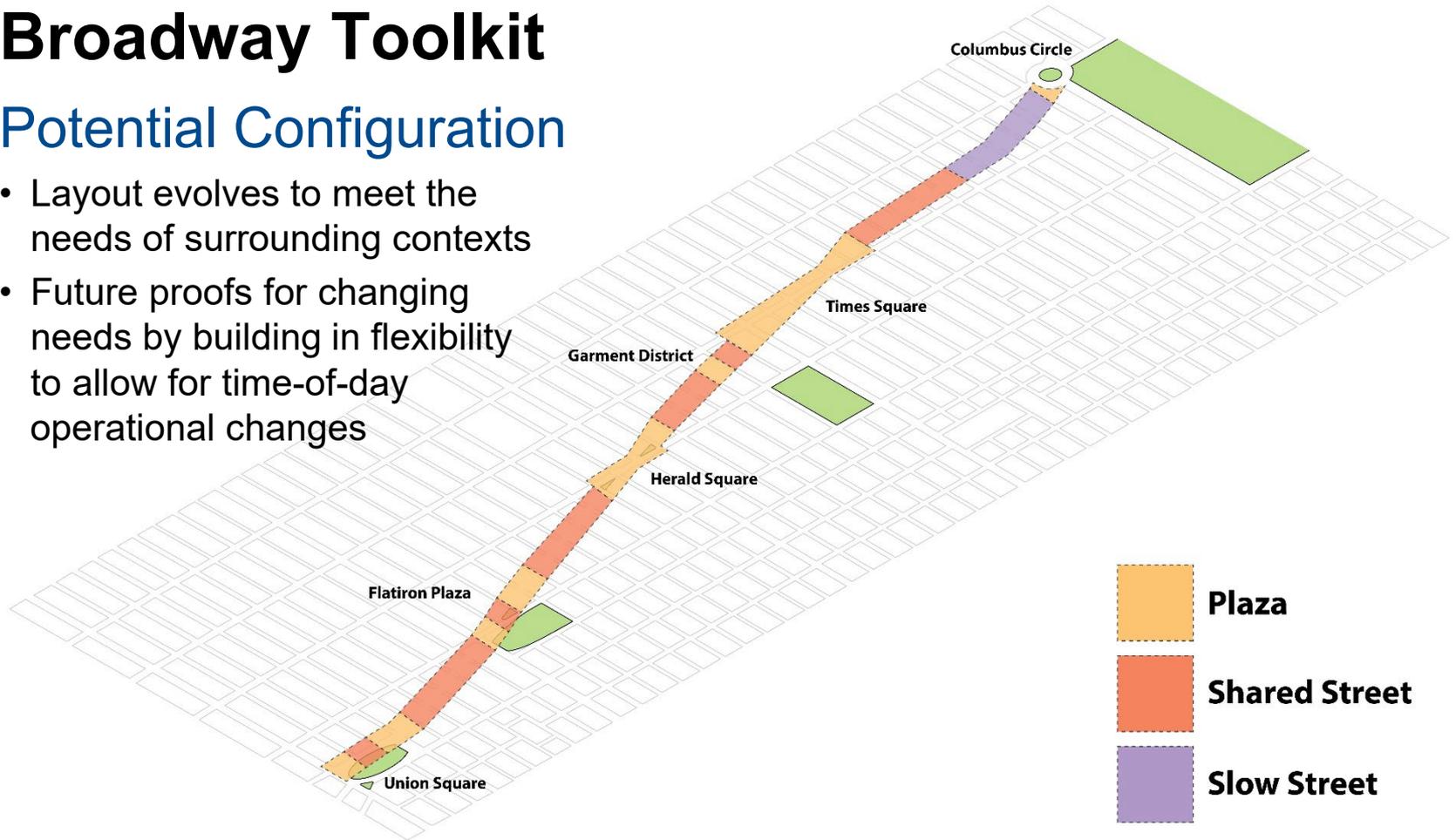
Broadway Toolkit



Broadway Toolkit

Potential Configuration

- Layout evolves to meet the needs of surrounding contexts
- Future proofs for changing needs by building in flexibility to allow for time-of-day operational changes



Base Block



Slow Street



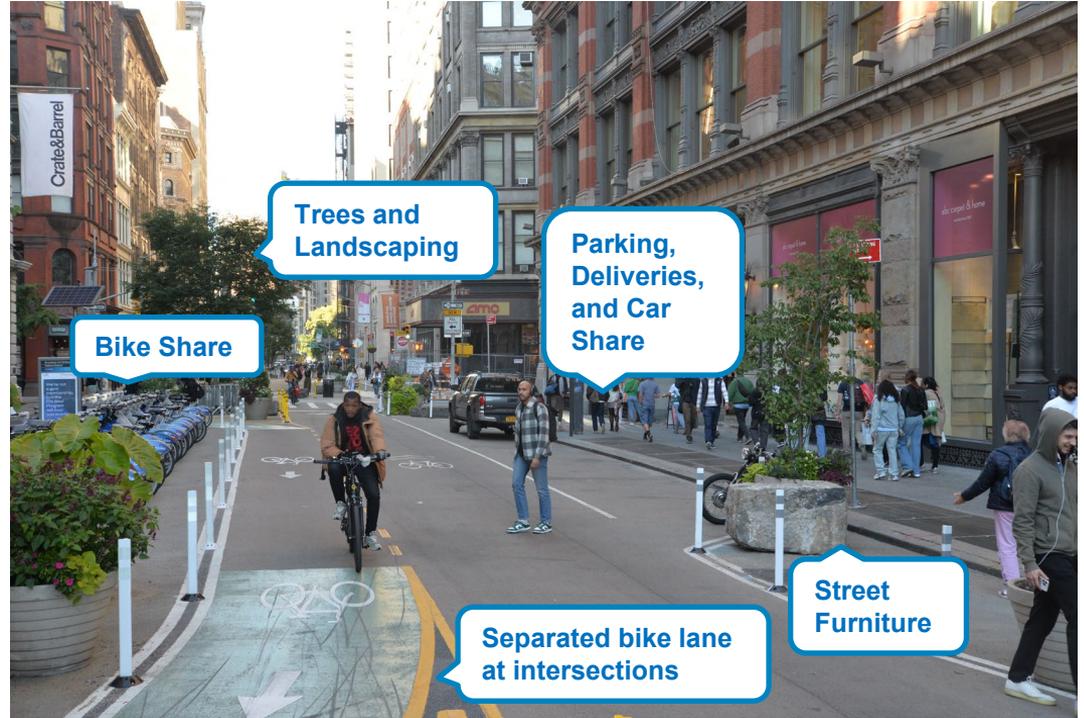
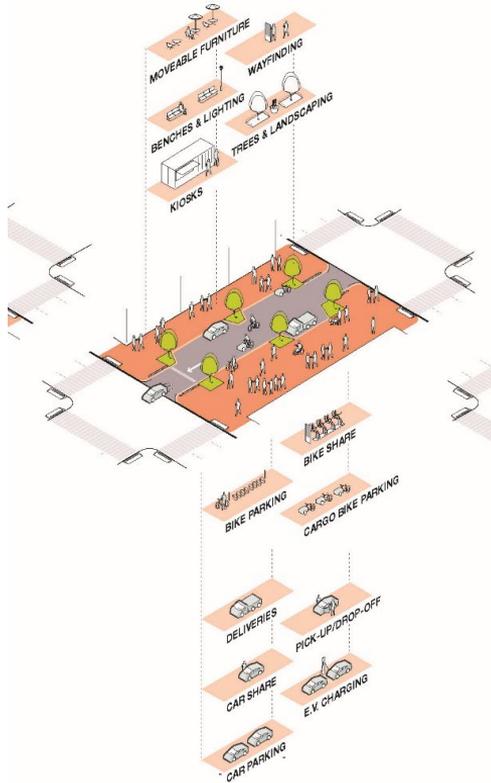
Shared Street



Plaza Block

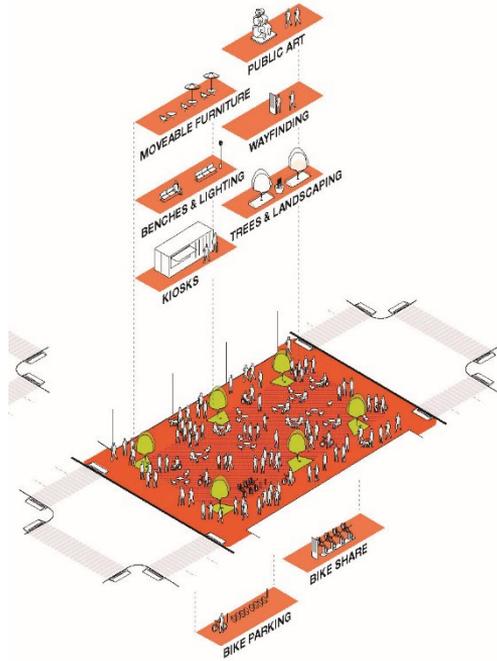


Broadway Toolkit – Shared Street



Union Square area Shared Street between 21st St and 18th St

Broadway Toolkit - Plaza



Flatiron "Piazas" between 25th St and 27th St

Broadway Toolkit

Lessons Learned

- Strong desire for more pedestrian space from local stakeholders
- Base Block and Slow Block don't meet the needs of current streets users
- Two-way cycling is heavily desired, even when designed for one way travel
- Separation of modes leads to higher speeds, shared streets should be fully shared



Broadway Blvd between 38th St and 39th St

Vision Progress

42nd to 49th - reconstructed in 2014

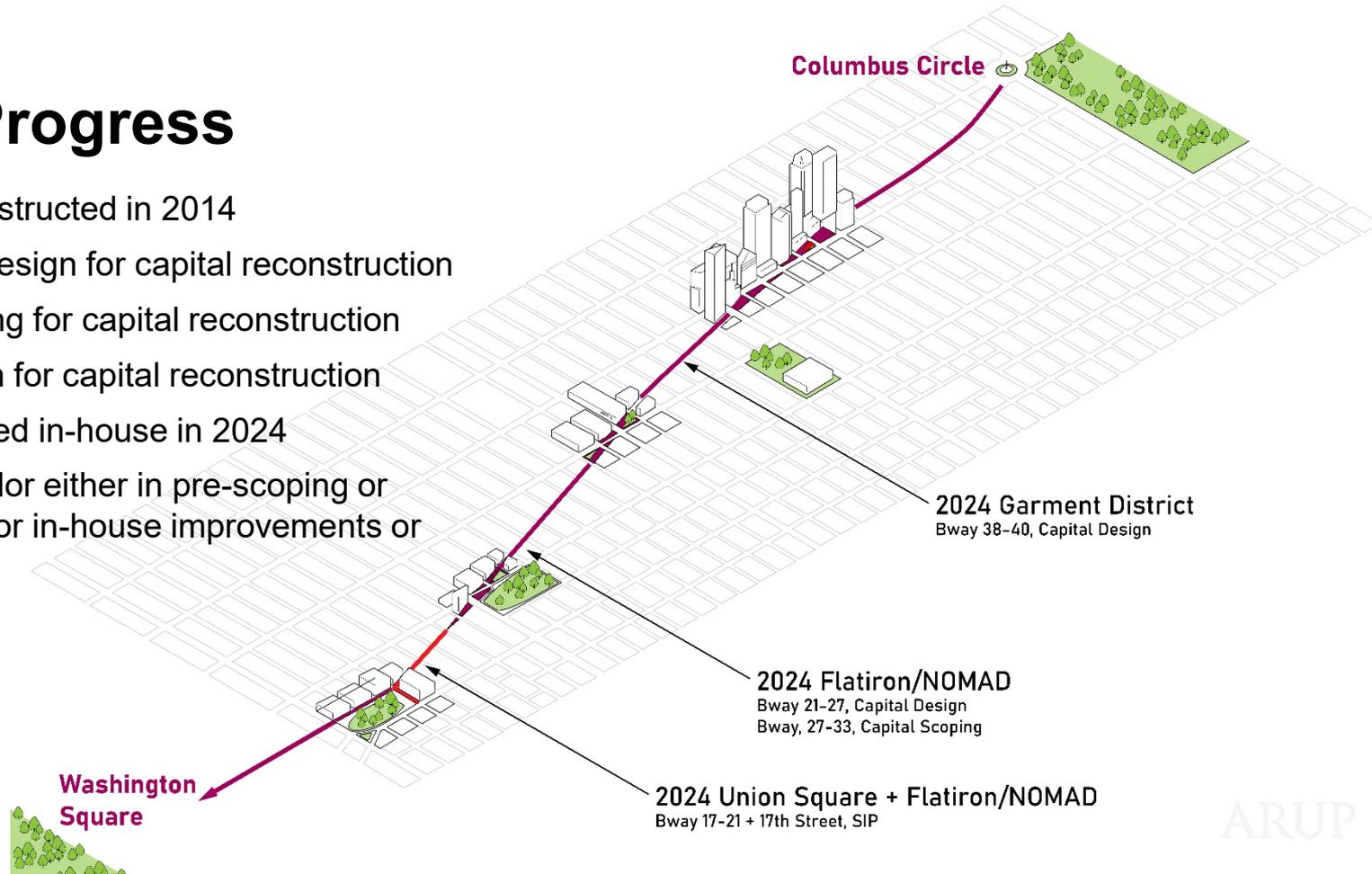
38th to 40th - final design for capital reconstruction

27th to 33rd - scoping for capital reconstruction

21st to 27th - design for capital reconstruction

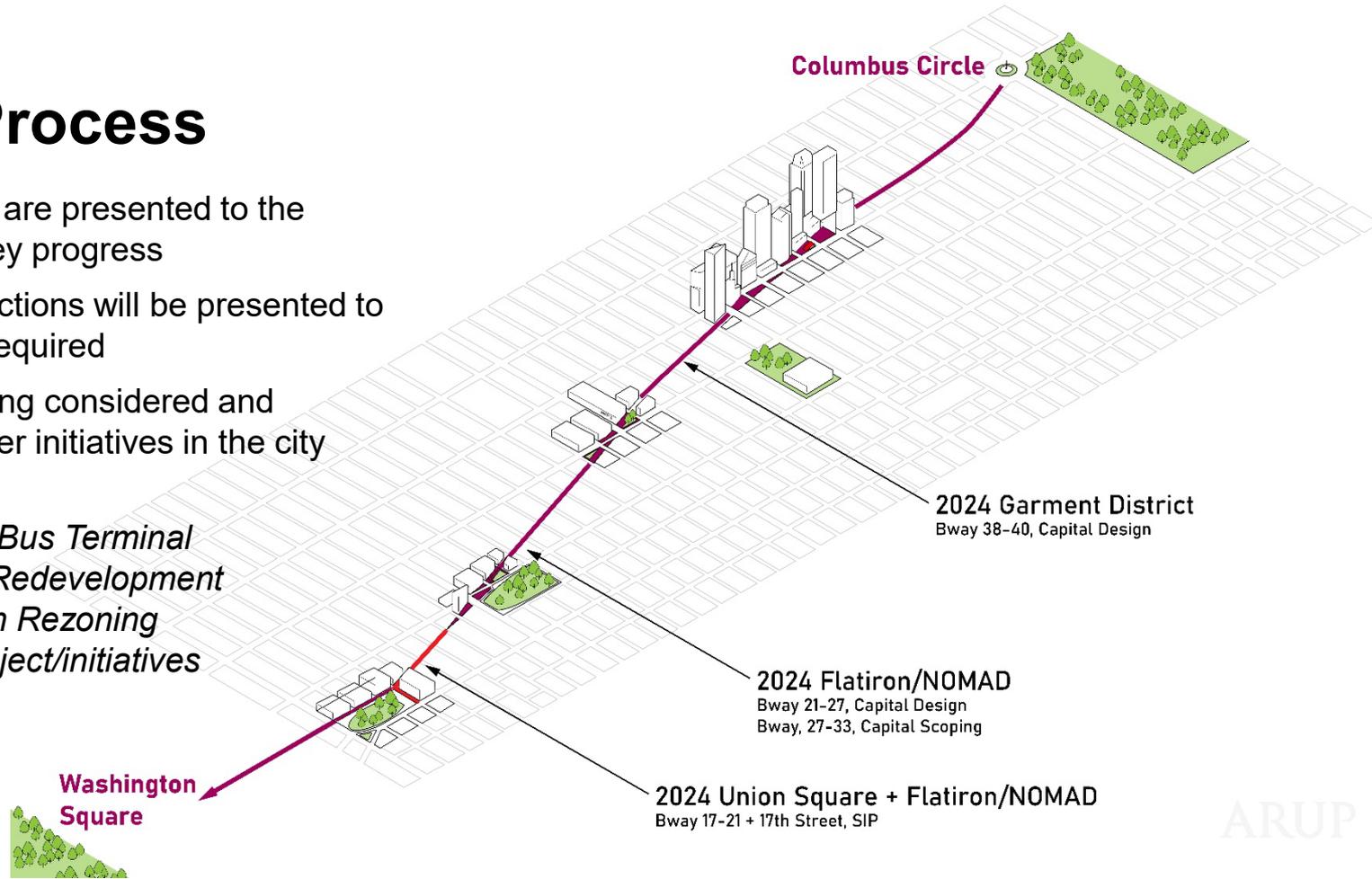
17th to 21st - installed in-house in 2024

Remainder of corridor either in pre-scoping or exploration phase for in-house improvements or capital funding



Vision Process

- Individual project are presented to the community as they progress
- Capital reconstructions will be presented to PDC or LPC as required
- Vision Plan is being considered and influenced by other initiatives in the city including:
 - *Port Authority Bus Terminal*
 - *Penn Station Redevelopment*
 - *Midtown South Rezoning*
 - *other DOT project/initiatives*



Washington Square

Columbus Circle

2024 Garment District
Bway 38-40, Capital Design

2024 Flatiron/NOMAD
Bway 21-27, Capital Design
Bway, 27-33, Capital Scoping

2024 Union Square + Flatiron/NOMAD
Bway 17-21 + 17th Street, SIP