



Grand Army Plaza: W 58th St – W 59th St.

CB5- March 2026



Public Realm Portfolio



Community Partnership + Engagement



Open Streets



Crossings + Intersections



Dynamic Curb + Corridor Strategies



Comprehensive Planning + Policy



Equity Focused Maintenance



Programming + Concessions



Premier Public Spaces

FIFTH  AVENUE

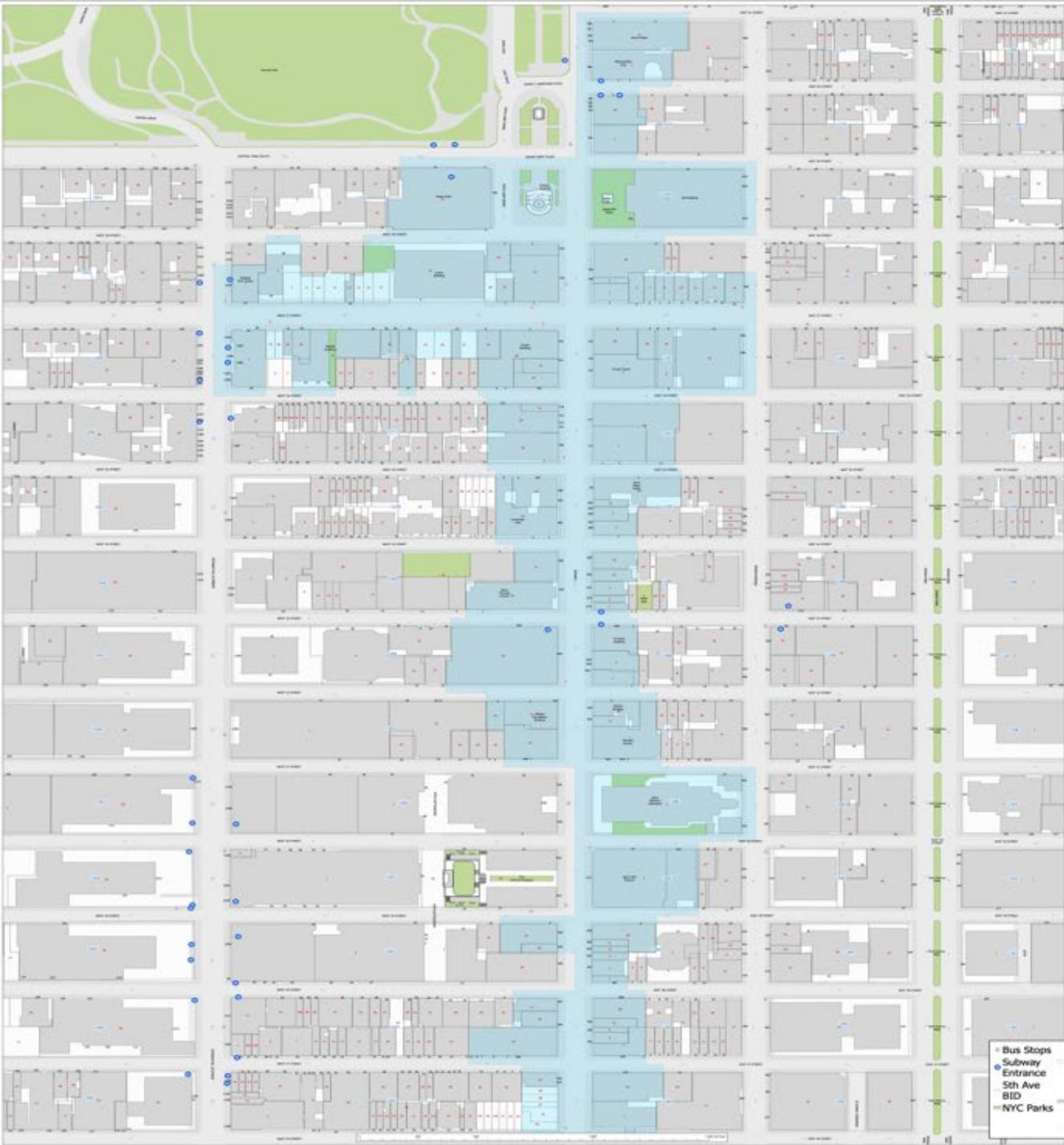
2026



Fifth Avenue Association

The Fifth Avenue Association (FAA) has represented Fifth Avenue since 1907, when New York's most influential families — including the Vanderbilts, Astors, and Carnegies — came together to advocate for a beautiful and vibrant corridor stretching from Washington Square Park into Harlem.

The Association's mission was—and remains today—to preserve the elegance of *Fifth Avenue* and enhance its global standing as the most iconic street for commerce, culture, and hospitality.



Fifth Avenue Association

Our BID runs from 46th Street to 61st Street, and 57th Street from Madison Avenue to 6th Avenue, encompassing 100+ world-class luxury retail Flagship stores, hotels, restaurants and landmarks including Saks Fifth Avenue, The Plaza, Louis Vuitton, Tiffany & Co. The Landmark, Bergdorf Goodman, The MoMA, St. Patrick's Cathedral, and many more.

We work together to enhance the vibrancy, safety, and appeal of Fifth Avenue by providing exceptional services, fostering economic growth, and cultivating a welcoming environment for visitors, businesses and residents alike.

Our Services

Marketing and Engagement

Our marketing team specializes in luxury retail and tourism, serving as a strategic partner to Fifth Avenue's premier brands. We drive visibility and foot traffic year-round through integrated campaigns, media outreach, social content, newsletters, and event promotion.

Best-in-Class Security

Highly trained officers ensure Fifth Avenue remains Midtown's safest and most orderly corridor by patrolling daily, assisting visitors, and addressing safety concerns and illegal vending.

Sanitation

Our Clean Team operates 365 days a year to maintain a pristine environment by removing litter and graffiti, repainting street furniture, and keeping sidewalks clear and welcoming.

Member Engagement

We collaborate with agencies including DOT, DEP, DOB, and NYPD to resolve issues, accelerate permits, and coordinate services to enable our members to operate efficiently and with confidence.

District Advocacy

We work with the NYC BID Association, neighboring BIDs, and local legislators to advance policy changes that improve safety, quality of life, and Midtown's overall economic strength.

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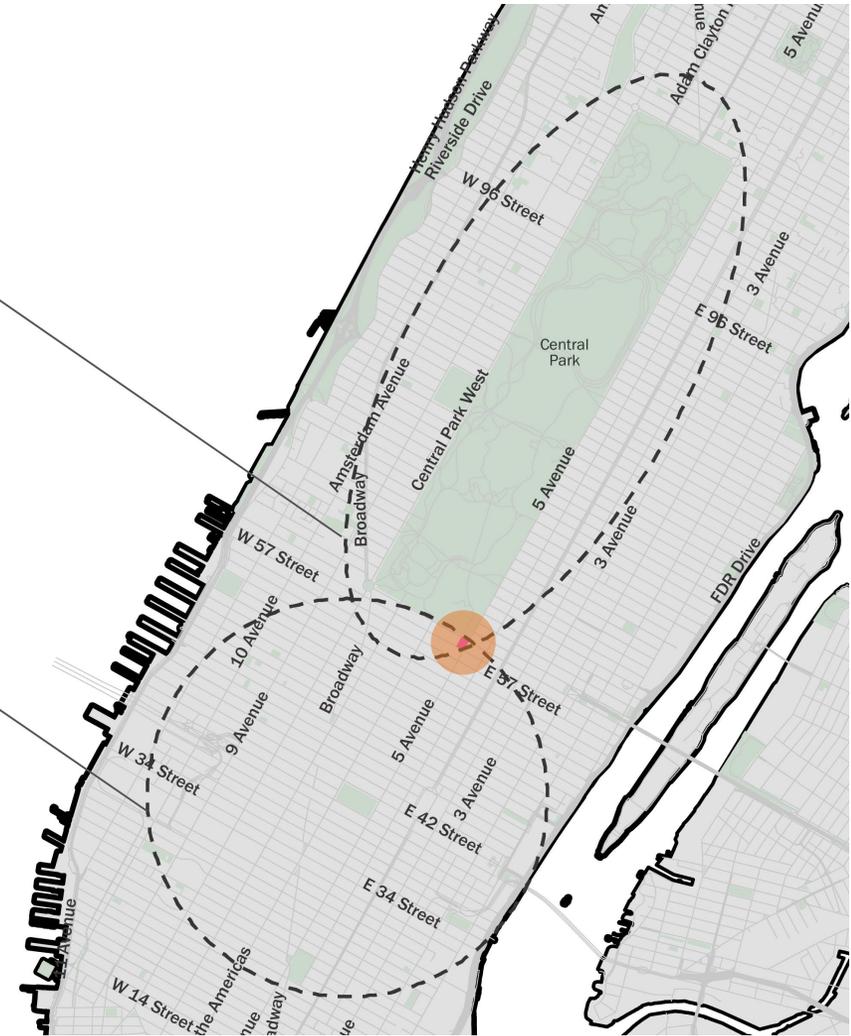
- Grand Army Plaza sits between two major FIFA World Cup viewing sites
- Urgency to complete project prior to start of World Cup in June 2026
- Provides a different kind of public space than traditional parks in surrounding area
- Fills a gap in a district without urban public space with seating

Central Park

- FIFA Viewing Site

Midtown

- FIFA Viewing Site: Rockefeller Center



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- Current pedestrian space is often occupied by pedicabs, vendors, and other unauthorized vehicles.



Public Realm Toolkit



Expanded
Pedestrian
Space

Public
Seating

Planters

Flexible
Delineators

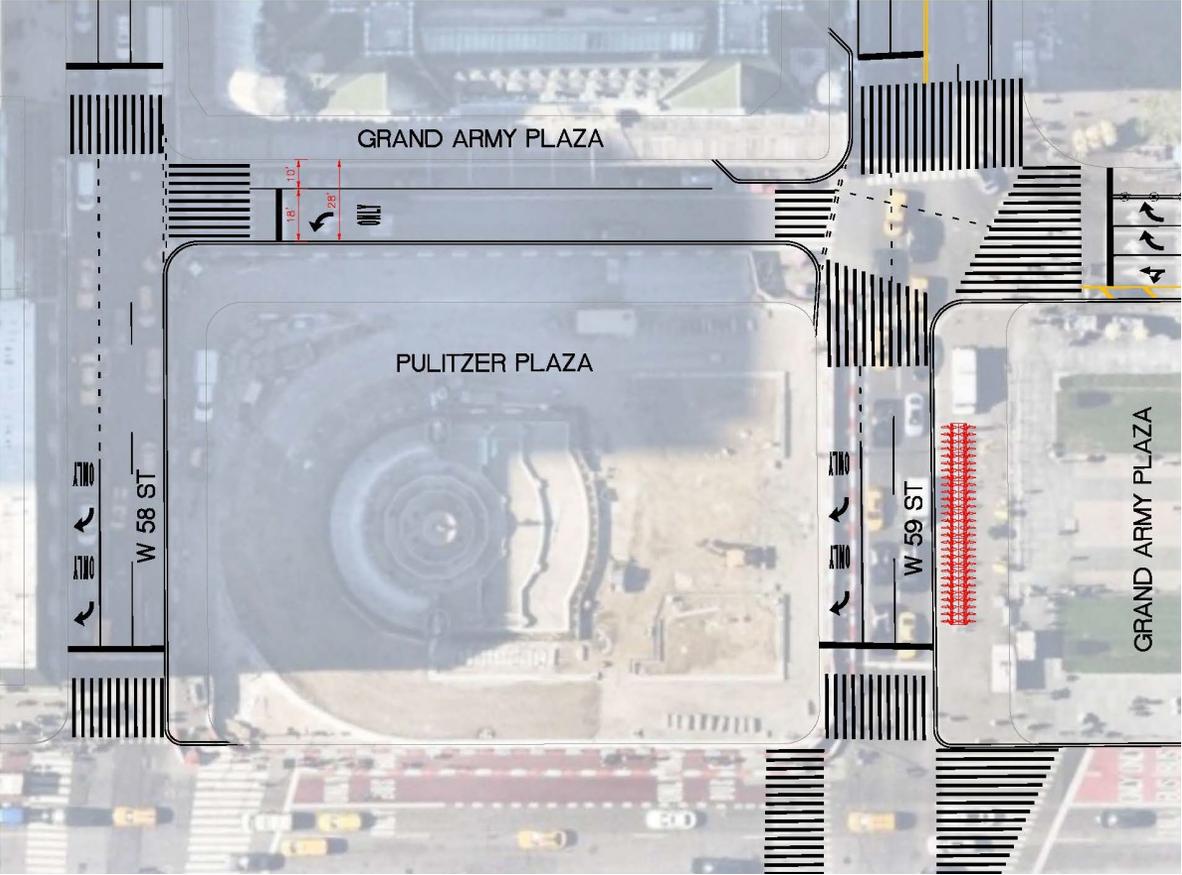
Movable
Furniture

Epoxy
Gravel

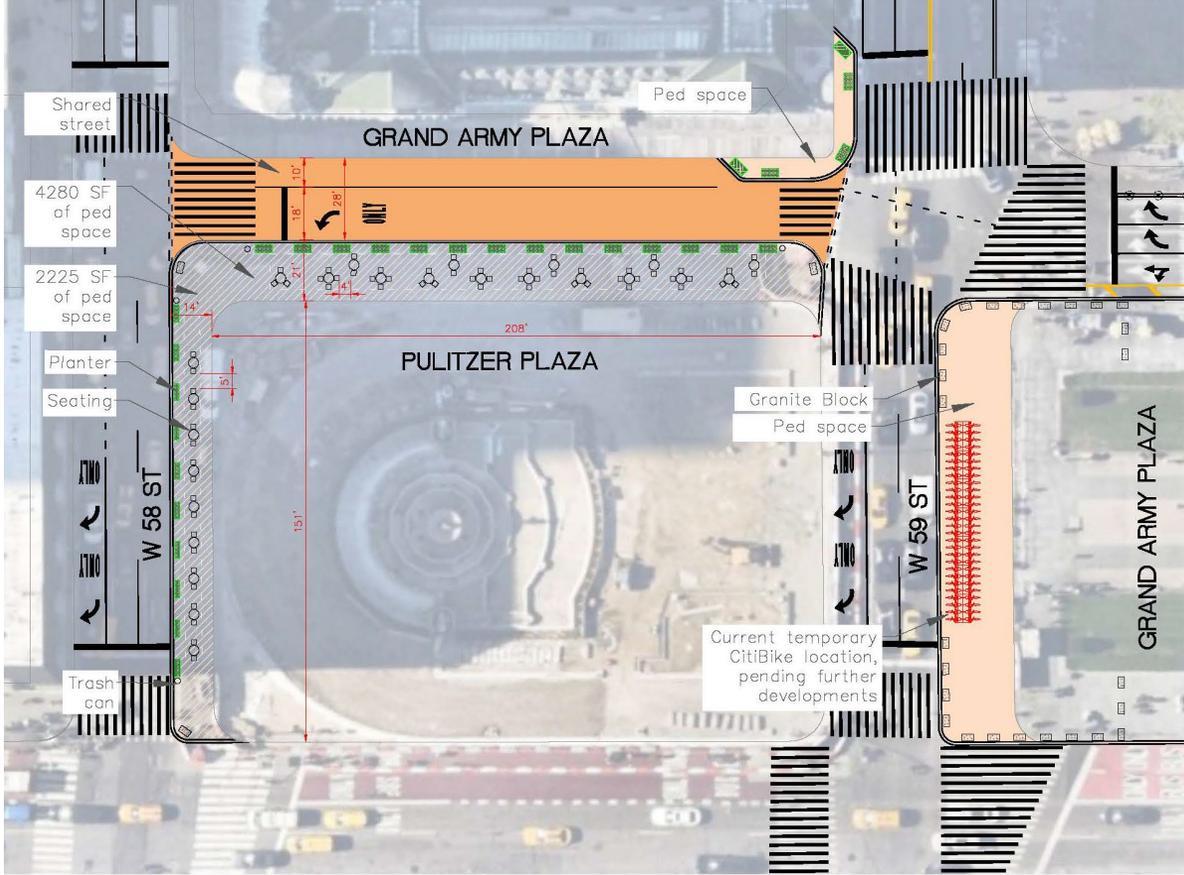
Granite
Blocks

Grand Army Plaza: W 58th St – W 59th St.

**final design pending blocks or planters*



Existing Conditions



Proposed Design using existing markings

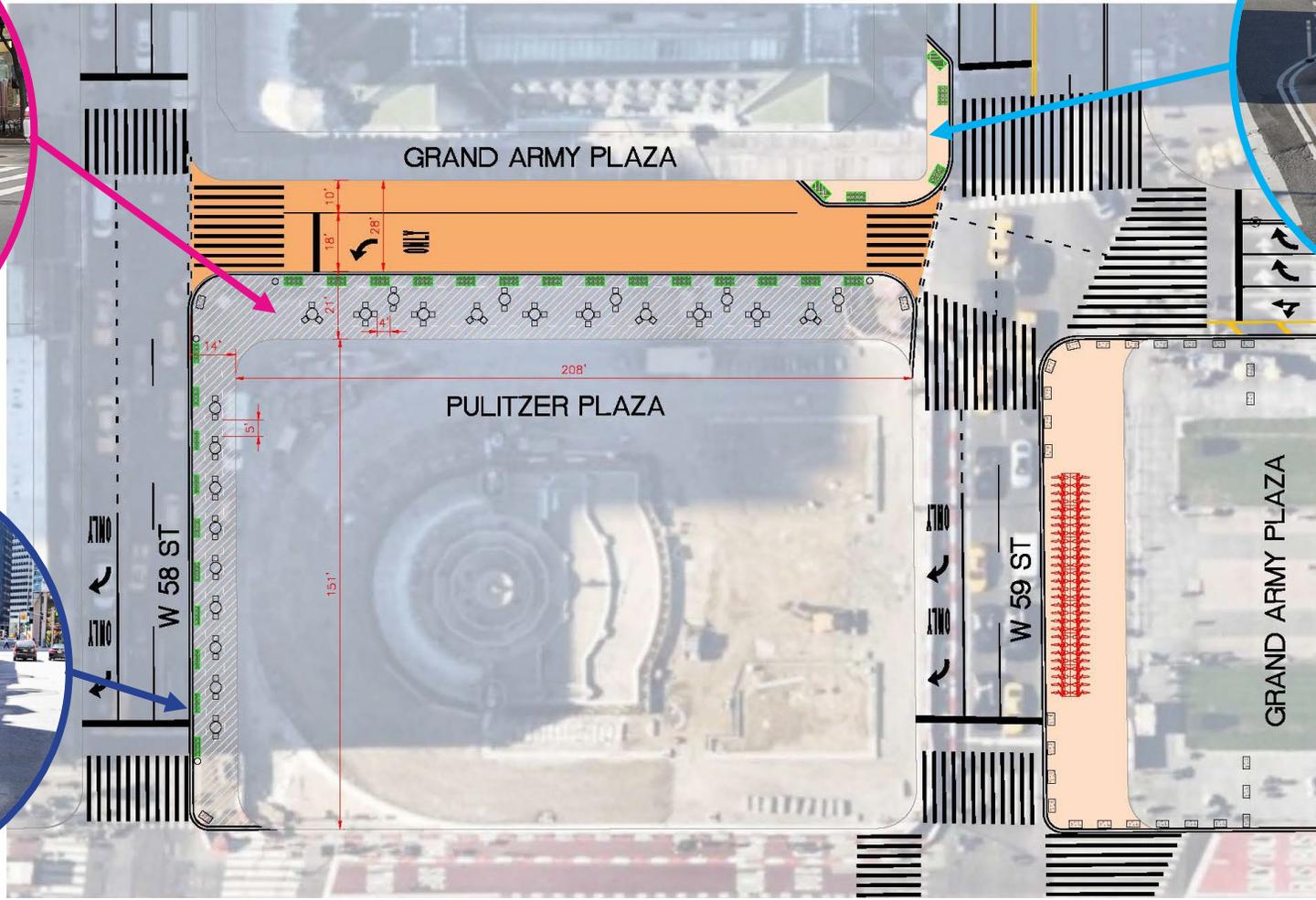
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Create Public Spaces



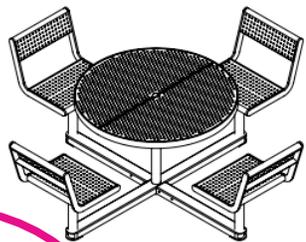
Improve Visibility & Pedestrian Mobility



Protect Pedestrians

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Custom Seating



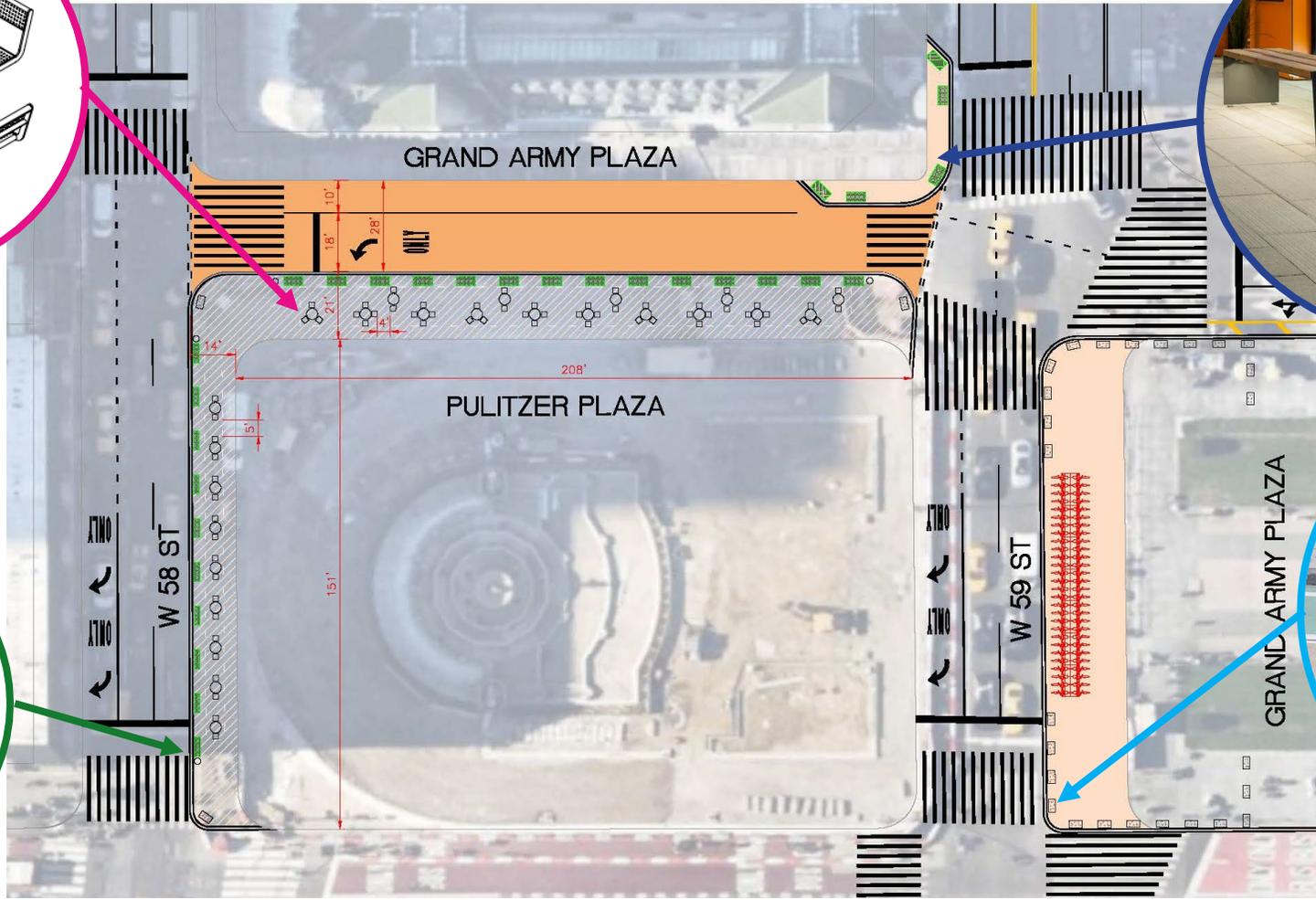
Trashcans



Planters



Granite Blocks



Central Park Drives

- TYLin’s award-winning Central Park Drives plan to continue to be implemented in Spring 2026
- DOT’s contractor will implement Grand Army Plaza markings in coordination



Photo: TYLin Central Park Drives



The Public Realm in Historic Districts

- Grand Army Plaza is one of 12 formally designated scenic landmarks in NYC
- DOT has a history of thoughtfully designing the public realm in historic districts



Grand Army Plaza, Prospect Park: Scenic Landmark



Broadway, Flatiron District: Historic District

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Project pending completion of Pulitzer Plaza reconstruction

April/May

- Markings work in coordination with Pulitzer Plaza restoration

May

- BID furnishings installed, pending availabilities