



UNION SQUARE - 14TH STREET DISTRICT VISION PLAN

UNION
SQUARE
PARTNERSHIP

NYC Public Design Commission

November 15, 2021

OUR PARTNERSHIP AT WORK



**UNION
SQUARE
PARTNERSHIP**

Welcome to
**UNION
SQUARE**

Open until dusk

This public seating area is provided for your enjoyment and relaxation.

- Be courteous and respectful to others.
- Help us maintain our beautiful public areas.
- Clean up after yourself.
- Tables and chairs must remain in this area.
- Smoking is not permitted.

Public seating and landscaping amenities are funded and maintained by the Union Square Partnership through community support.



YOU ARE HERE





UNION SQUARE PROFILE



SOARING FOOT TRAFFIC IN UNION SQUARE

375,000 WEEKDAY*
+12% From 2016

290,000 WEEKEND*
+17% From 2016



32.4M RIDERS PASSING THROUGH 14 ST UNION SQ STATION



9.4M RIDERS ON THE M14 LOCAL/SBS BUS



94% INCREASE IN MONTHLY CITI BIKE RIDERSHIP SINCE 2018

*Visitors over a 24hr period

USQ - 14TH STREET DISTRICT DEMOGRAPHICS

890+ GROUND FLOOR BUSINESSES

73,000 RESIDENTS

38.5% Owner-occupied Housing Units (of 42,000)

2:1 RATIO OF WORKERS TO RESIDENTS

35 MEDIAN AGE

DYNAMIC DEVELOPMENT



45-Unit Condo
101 West 14th Street



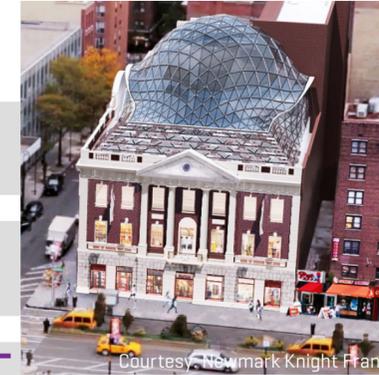
Image: Studios Architecture
Commercial Building Renovation and Expansion
122 Fifth Avenue



Image: BSKS Architects
88-Room Boutique Hotel Development
16 East 16th street



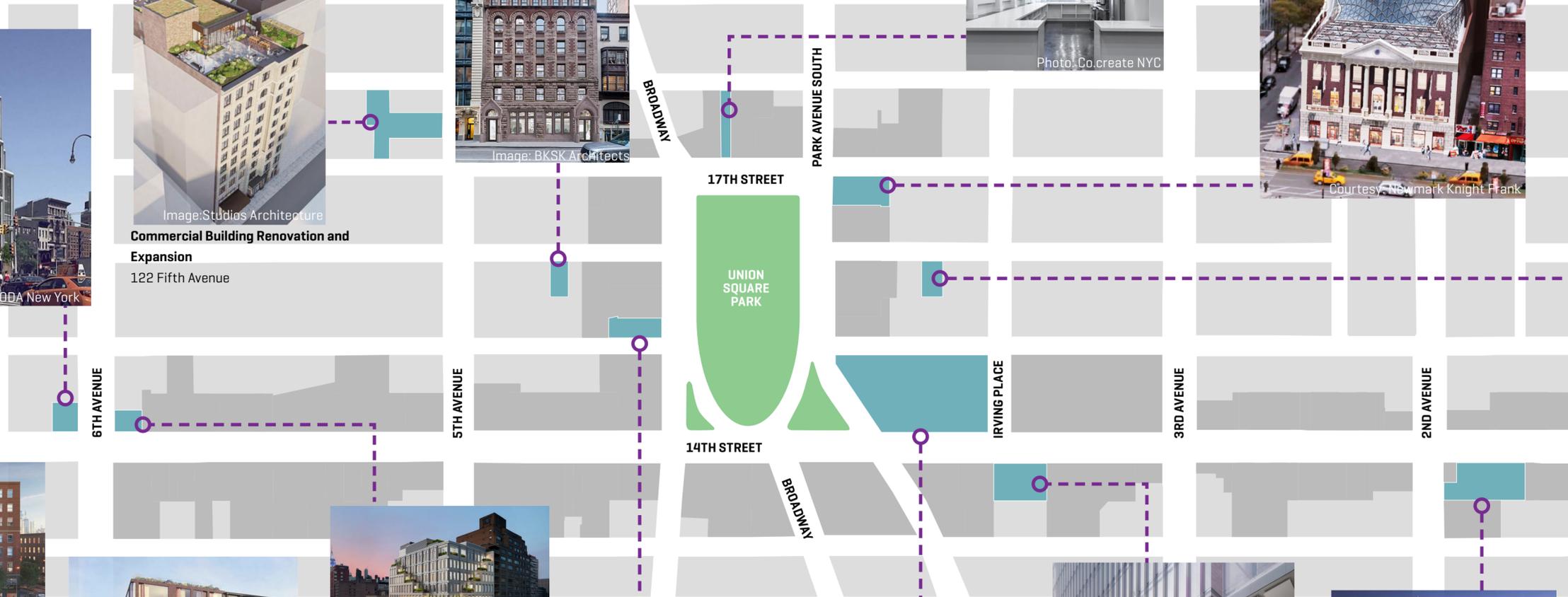
Commercial and Community Facility
31 East 17th Street



Revitalized Landmark Tammany Hall
44 Union Square



50-Unit Condo Mixed-Use Development
110 East 16th Street



Courtesy: JBS Project Management
15,000 Square Foot Commercial Renovation
348 West 14th street



Image: Pizzarotti Group / HTO Architect
25-Unit Condo
251 West 14th Street



Image: Brdar
'Förena' 50-Unit Condo
540 Sixth Avenue



Photo: Liz Lipon
16,000 Square Foot Retail Leased (Name TBA)
19 Union Square West



Courtesy: Kips Bay Court
33,000 Square Foot Target Superstore
10 Union Square East
(Image of Kips Bay Court)



Courtesy: Davis Brody Bond
Zero Irving 175k Square Foot Tech Center
124 East 14th Street



Courtesy: Mount Sinai Health Systems
Mount Sinai Downtown Hospital
310 East 14th Street



Image: SLCE Architects
'Eve' 114-Unit Mixed-Use Development
432 East 14th Street

KEY

- Business Improvement District Boundary
- Greater Union Square Area
- New Development Sites (2020)



COMMUNITY ENGAGEMENT

Over 1,000 people provided feedback, including residents, businesses, commuters, visitors, and other community stakeholders.



Annual Community Opinion Survey

335 Attendees

5 Stakeholder Working Sessions

58 Attendees



13 Neighborhood Pop-Ups

401 Attendees

2 Community Forums

263 Attendees

PUBLIC FEEDBACK



SUGGESTIONS ON IMPROVING EXISTING ASSETS

- Maintain **spaces for public expression and free speech** demonstrations
- **Improve trash storage** in visible public spaces and pickup operations
- Consider **different siting for vendors** and food carts to reduce congestion
- **Maintain the low-rise environment** of 14th Street which creates light and openness
- Explore how to **maintain a diverse retail environment** that includes affordable services
- **Improve Union Square Dog Run**, particularly around drainage, paving, and seating
 - **Expand park seating** and number of park benches
- **Replant trees** that are damaged by vehicular traffic at busy intersections

IDEAS FOR NEW PROJECTS AND PROGRAMS

- **Design elements to serve as security** bollards and improve pedestrian safety
 - Consider **landscape design that incorporates paved plazas**
- **Improve pedestrian access** across Union Square between University Pl and Broadway
 - Explore **new amenities and activations for Triangle Park**
 - Explore the creation of a **shared street for Union Square West**
 - Create a **permanent park information kiosk**
 - Provide **additional seating** along the eastern and western stretches of 14th Street
- Explore **planting additional street trees** to provide shade and enhance the streetscape

CITY CONTEXT

UNION SQUARE LIES AT THE JUNCTION OF THE TWO MOST TRANSFORMATIVE SURFACE TRANSPORTATION PROJECTS MANHATTAN HAS SEEN IN GENERATIONS.



NYC DOT Broadway Visioning



14th Street Busway in Fall 2019

- **How do we maximize the public benefit of these investments?**
- **How do we apply *Parks Without Borders* Principles to this vision?**



THE VISION

This Vision Plan reflects USP's broader objectives to:

Foster a transit-rich, dynamic and inclusive urban space that encourages walking and gathering;

Celebrate the diverse communities of New Yorkers and visitors;

Make Union Square the most welcoming and accessible place in New York

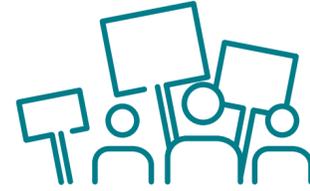
VISION PLAN GOALS



Increase pedestrian space throughout the Union Square area



Improve access and connectivity across the greater Union Square area



Promote free expression and the interweaving of diverse populations as a hallmark



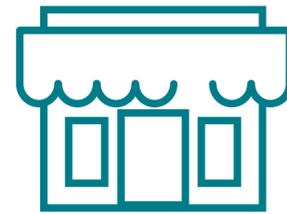
Preserve and enhance the neighborhood historic elements



Increase open space and extend the benefits of the park out to the neighborhood



Sustain the variety of organic activities which make this New York's town square



Enliven ground floor retail and promote restaurant growth



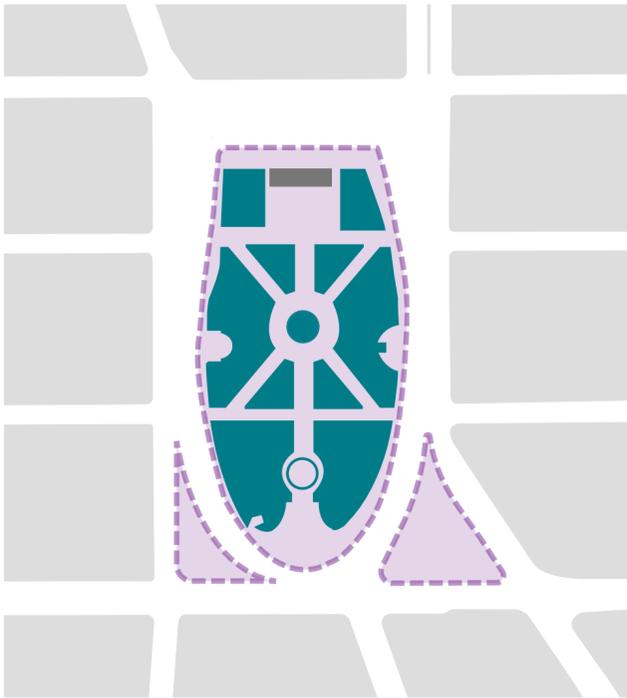
Support environmental and public health in and around Union Square

UNION SQUARE'S EVOLUTION

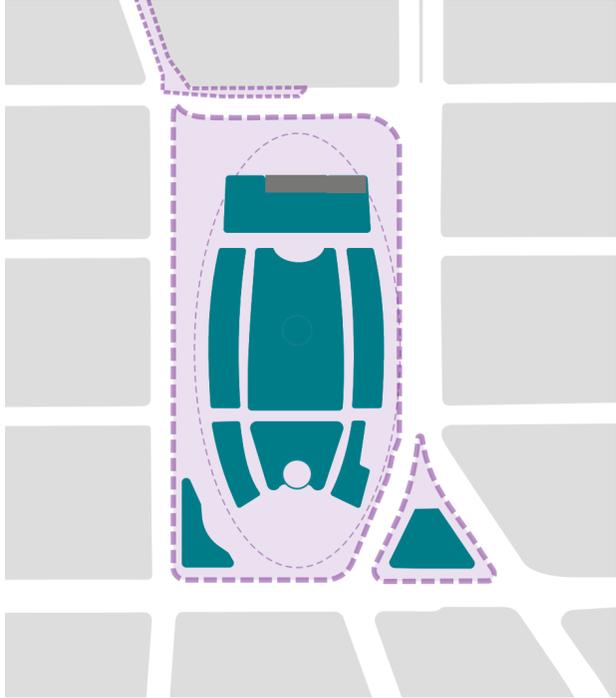
1890S



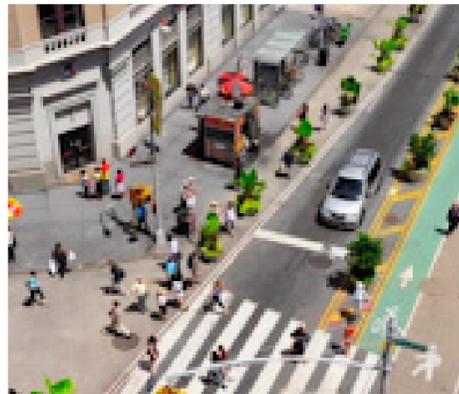
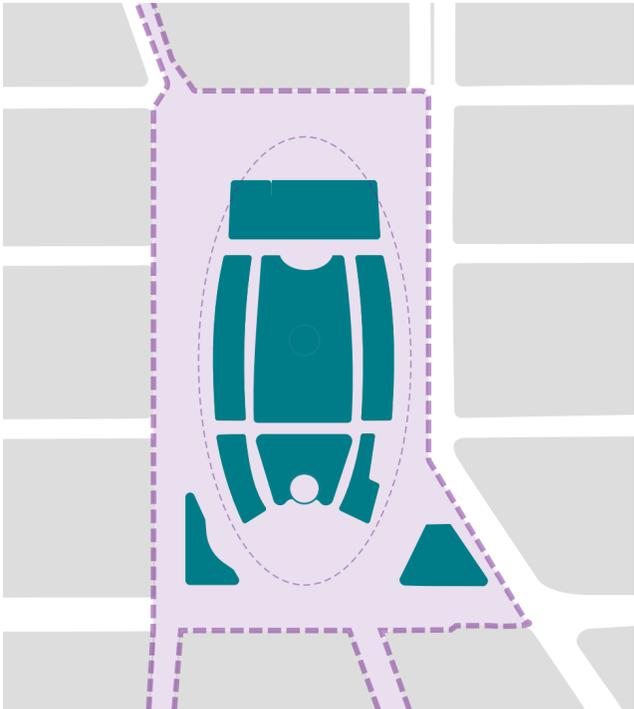
1930S

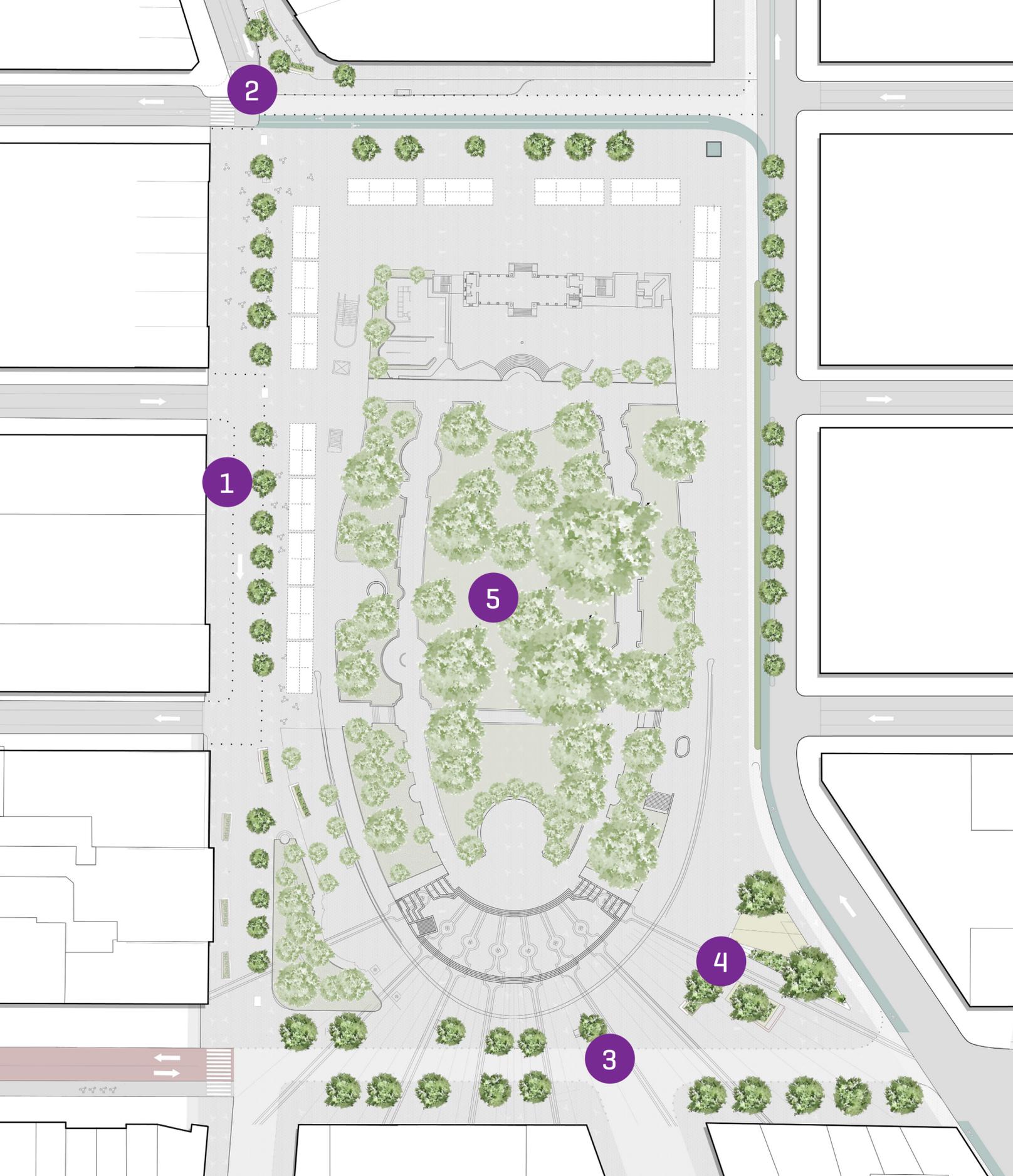


1985-PRESENT



FUTURE





VISION PROJECTS

- 1. Union Square West**
- 2. Broadway Gateway Plaza**
- 3. 14th Street Boulevard**
- 4. Triangle Park**
- 5. Park Infrastructure**
- 6. Streetscape Toolkit**



PARK INFRASTRUCTURE

PARK INFRASTRUCTURE



Tree Canopy



Subway Entrances



Landscaped Areas + Pathway Paving



Seating



Market Infrastructure



Restrooms



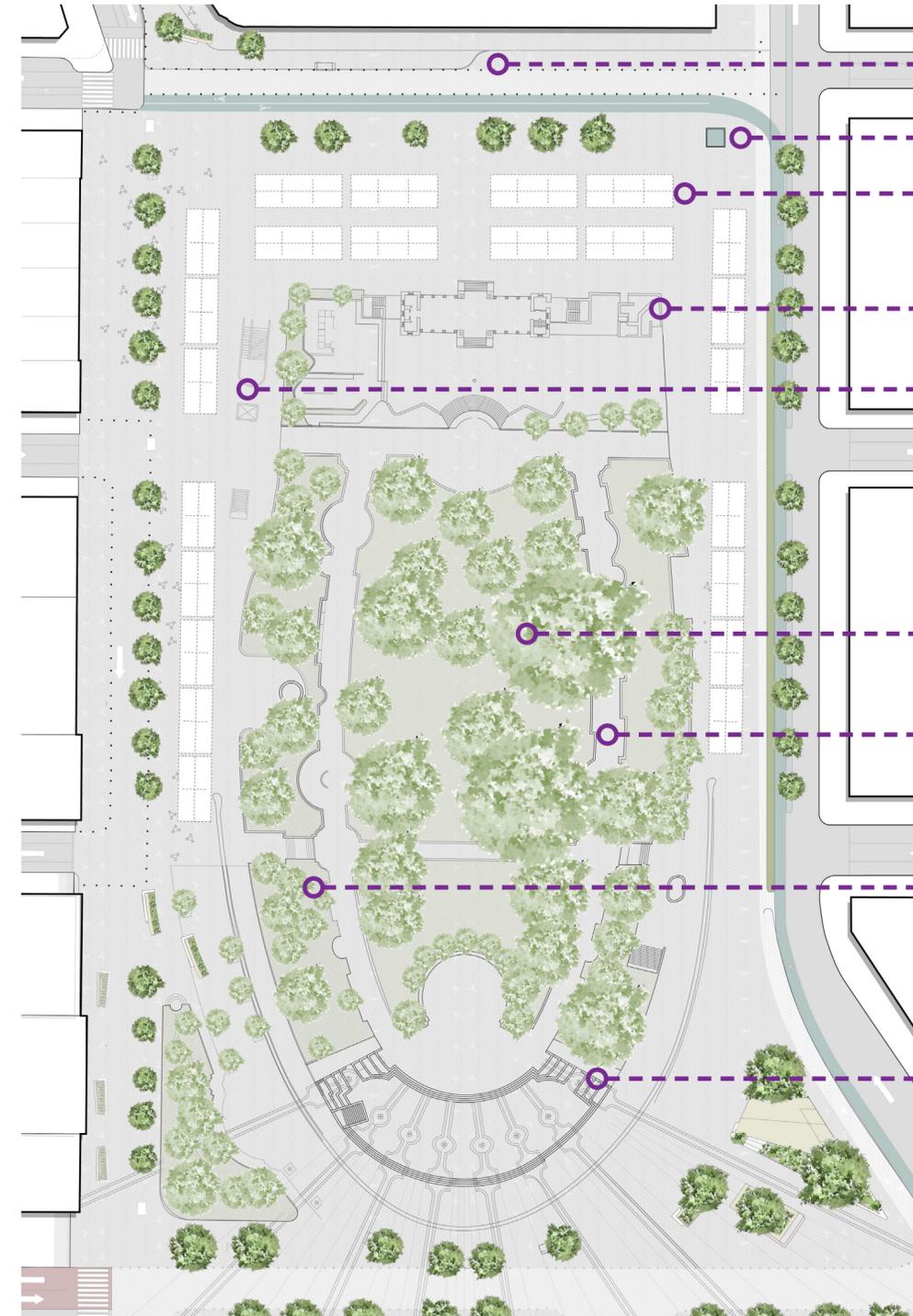
Secure Bike Parking



Park Lighting



Utilities + Drainage



Expanded Citi Bike dock

Secure bike parking pod

Farmers market canopies

Upgraded public restroom

ADA accessible subway entrance

Tree succession plan

Unified lighting and new public utilities

New landscaping, pathway paving

Renovated and upgraded ramps, steps, and railings

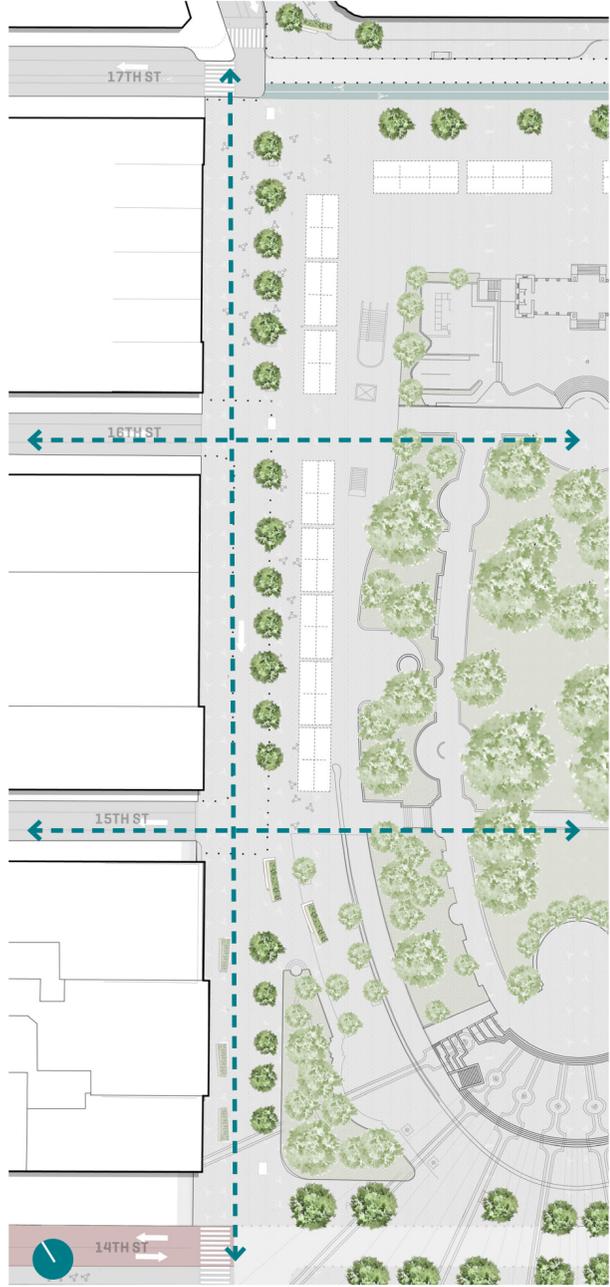


UNION SQUARE WEST



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UNION SQUARE WEST



Plan Diagram



Conceptual Diagram



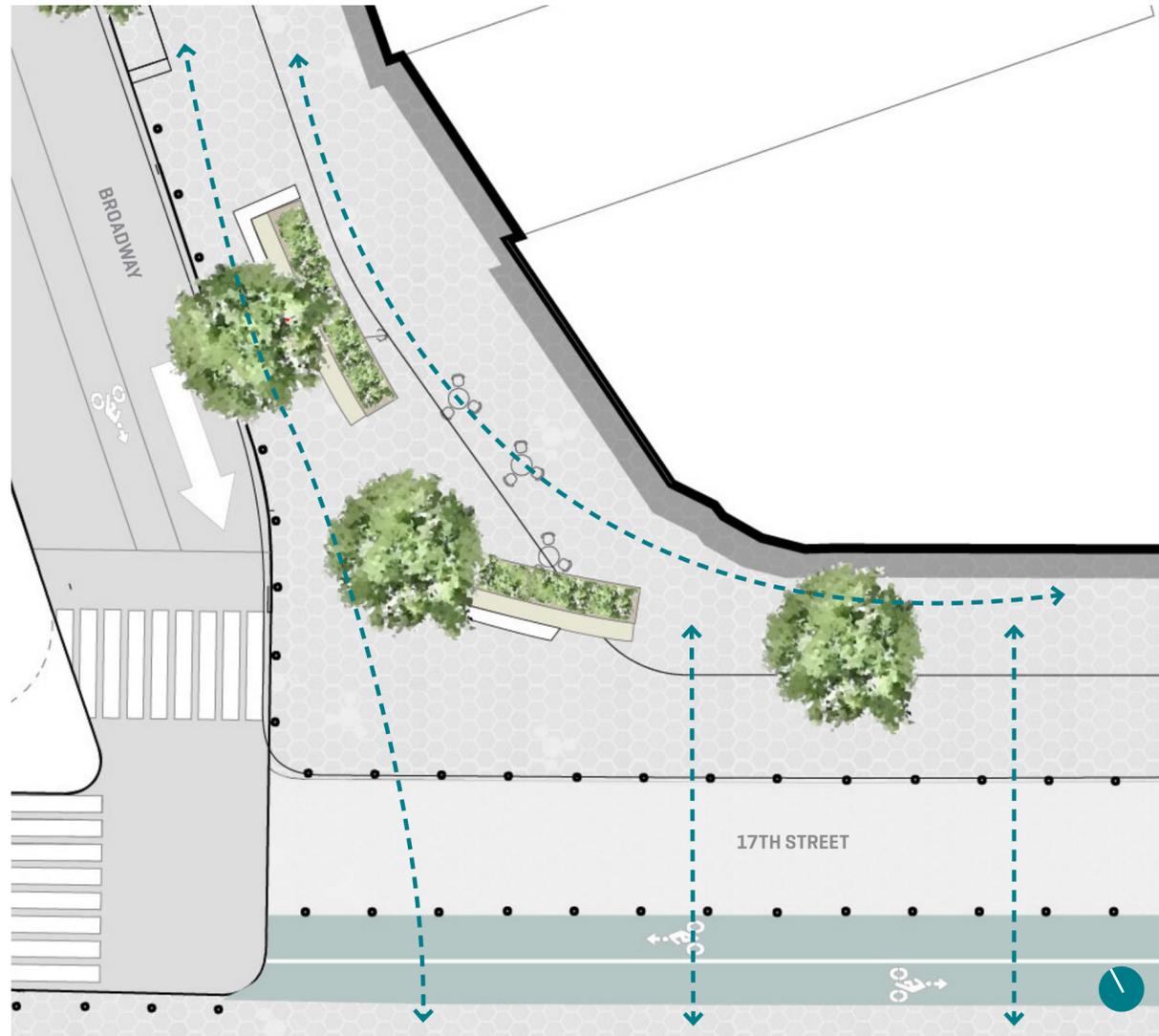


BROADWAY GATEWAY PLAZA



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BROADWAY GATEWAY PLAZA



Plan View



Conceptual Diagram





Capital One Bank

Union Square

Union Square

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14TH STREET BOULEVARD



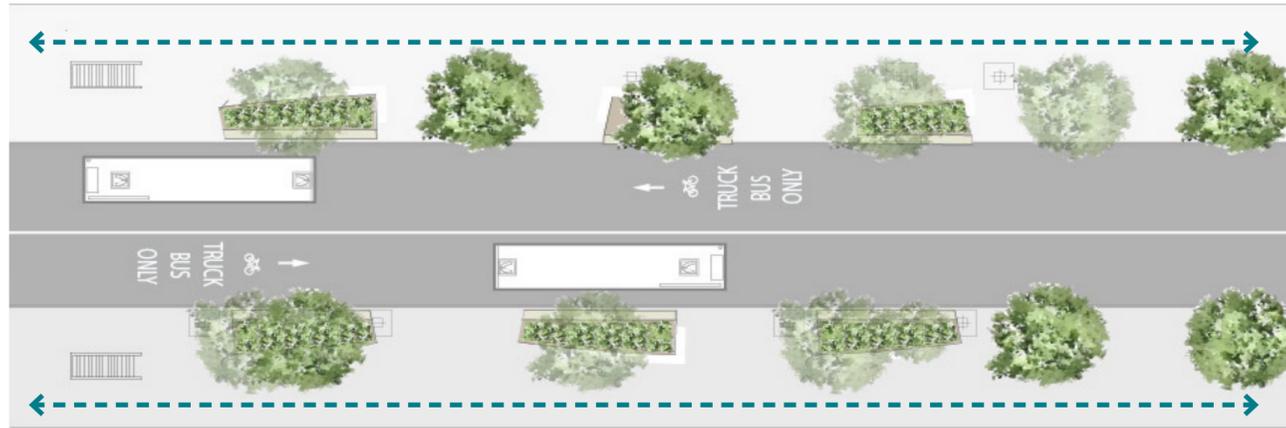
WELCOME TO
UNION
SQUARE
UNIONSQUARE.NYC.GOV

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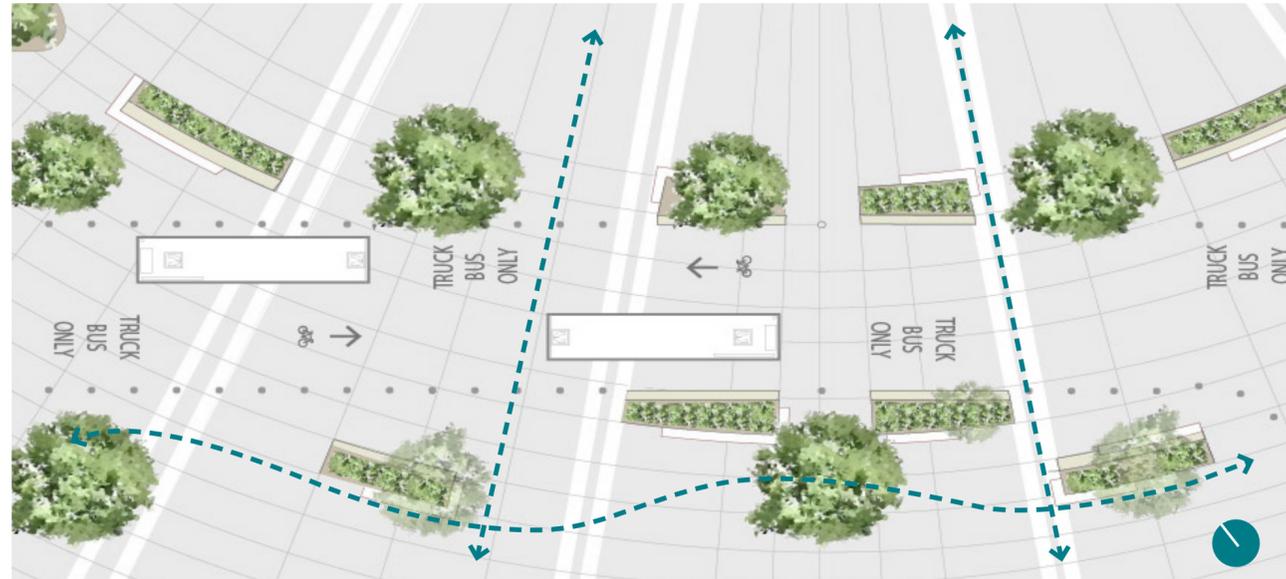
M14A SBS
6184
New York City

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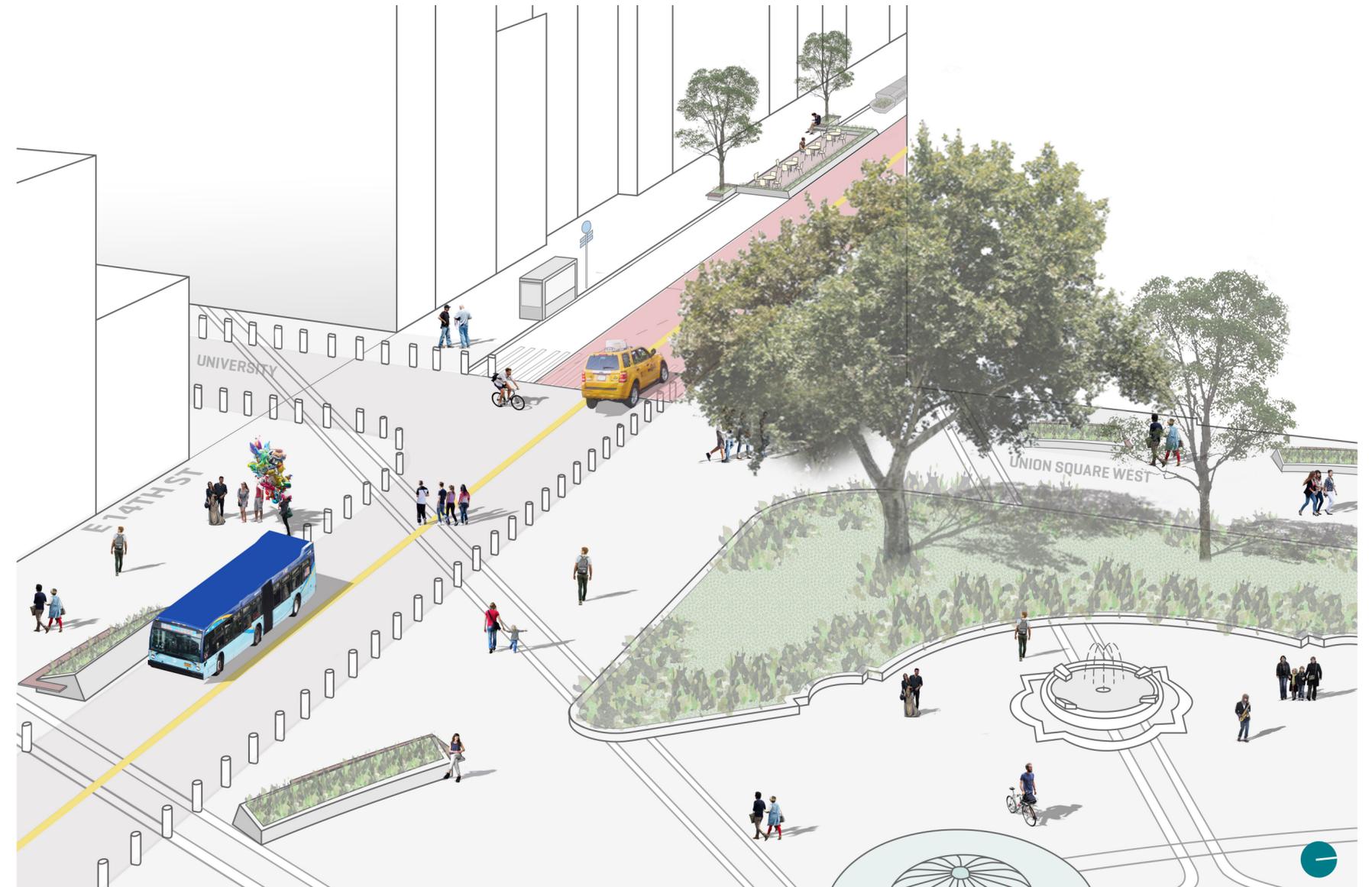
14TH STREET BOULEVARD



Typical Plan: 14th Street East + West of Union Square



Plan View: 14th Street between 4th Avenue + University Place



Conceptual Diagram



TRIANGLE PLAZA

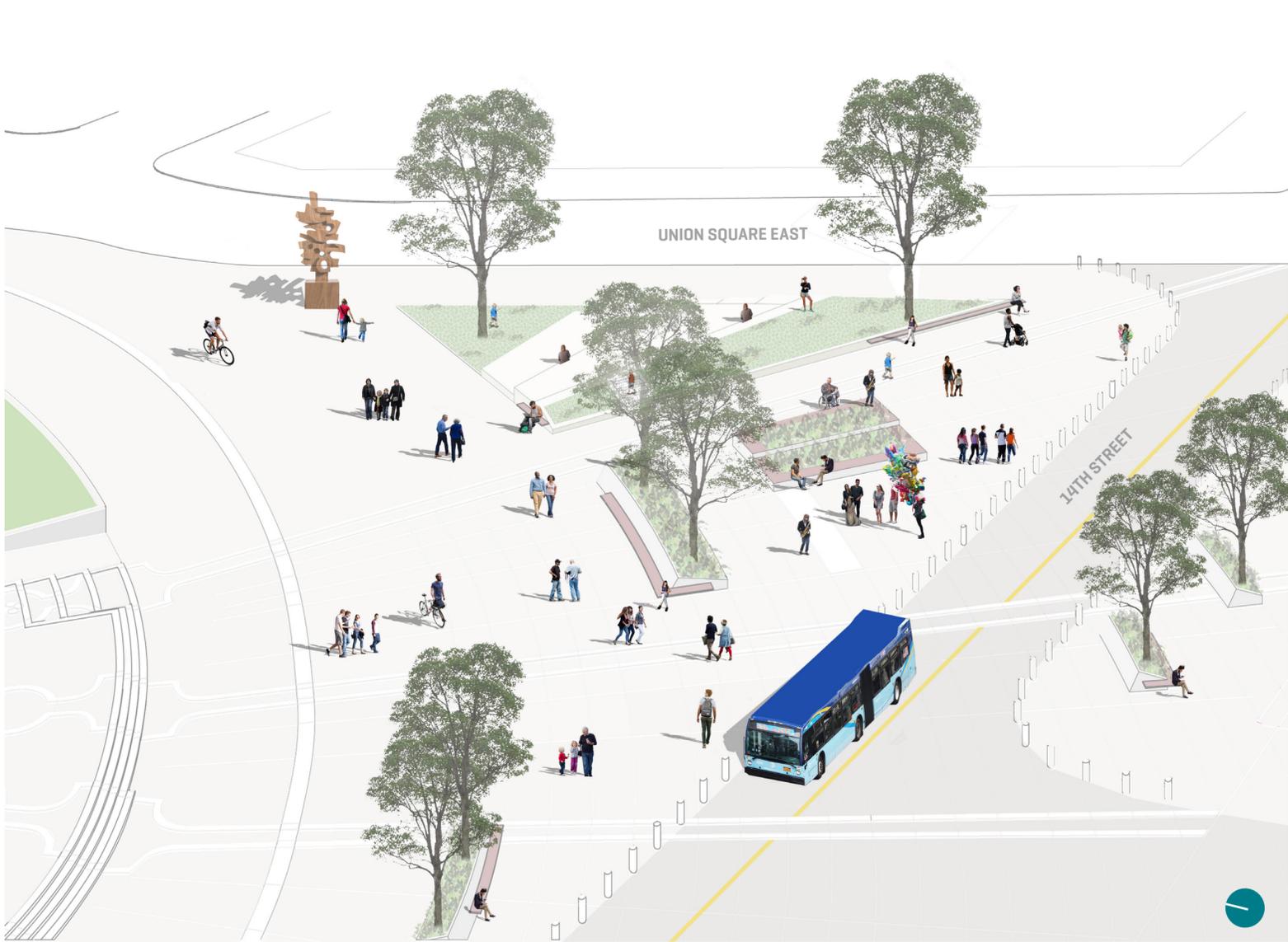


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TRIANGLE PLAZA



Plan View



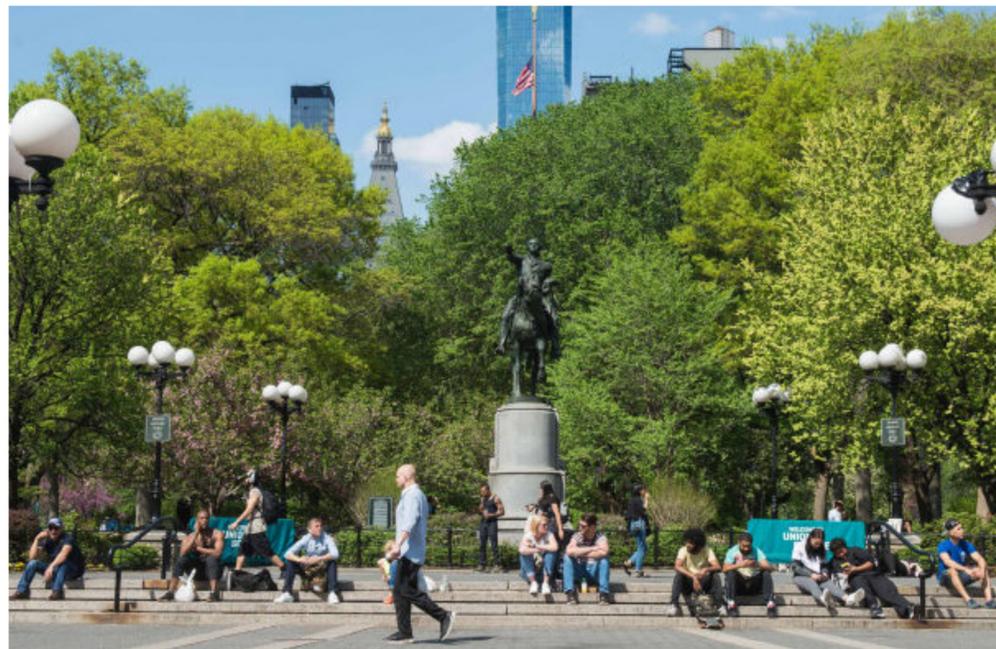
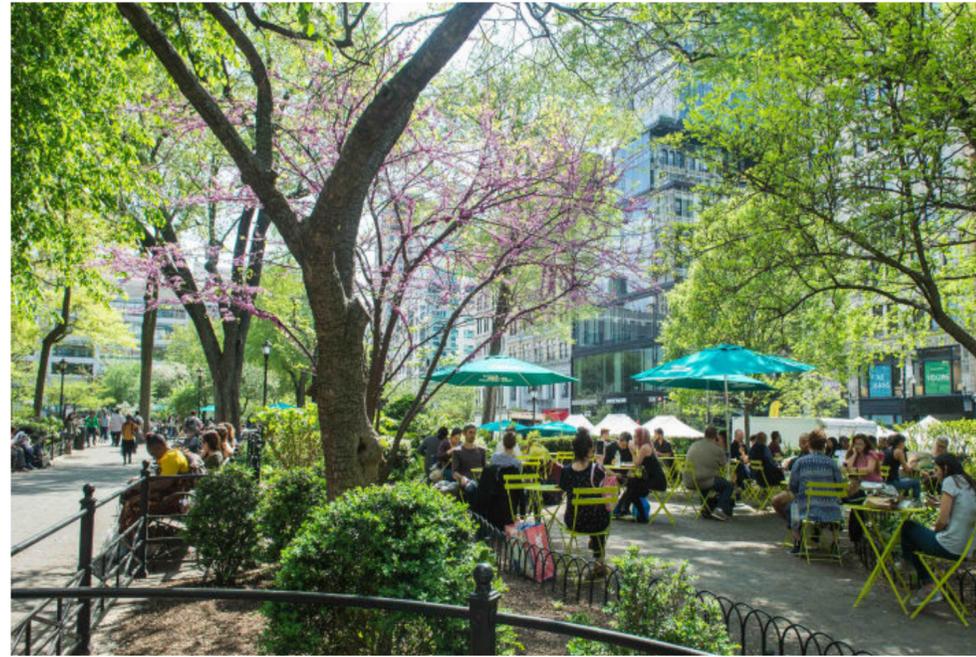
Conceptual Diagram



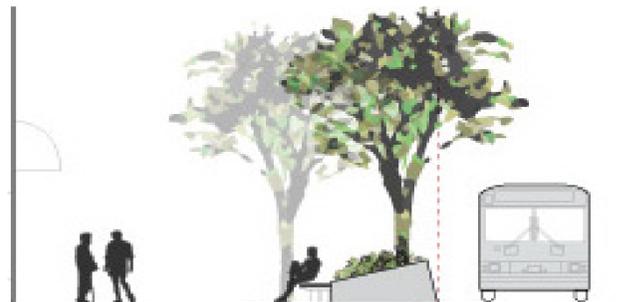
STREETSCAPE TOOLKIT

- 1. Outdoor Seating**
- 2. Integrated Planter Benches**
- 3. Waste Containers**
- 4. Lighting**
- 5. Security**
- 6. Public Art**

OUTDOOR SEATING



PLANTER BENCHES



STREET SEATS

Enhanced Sidewalk Zone



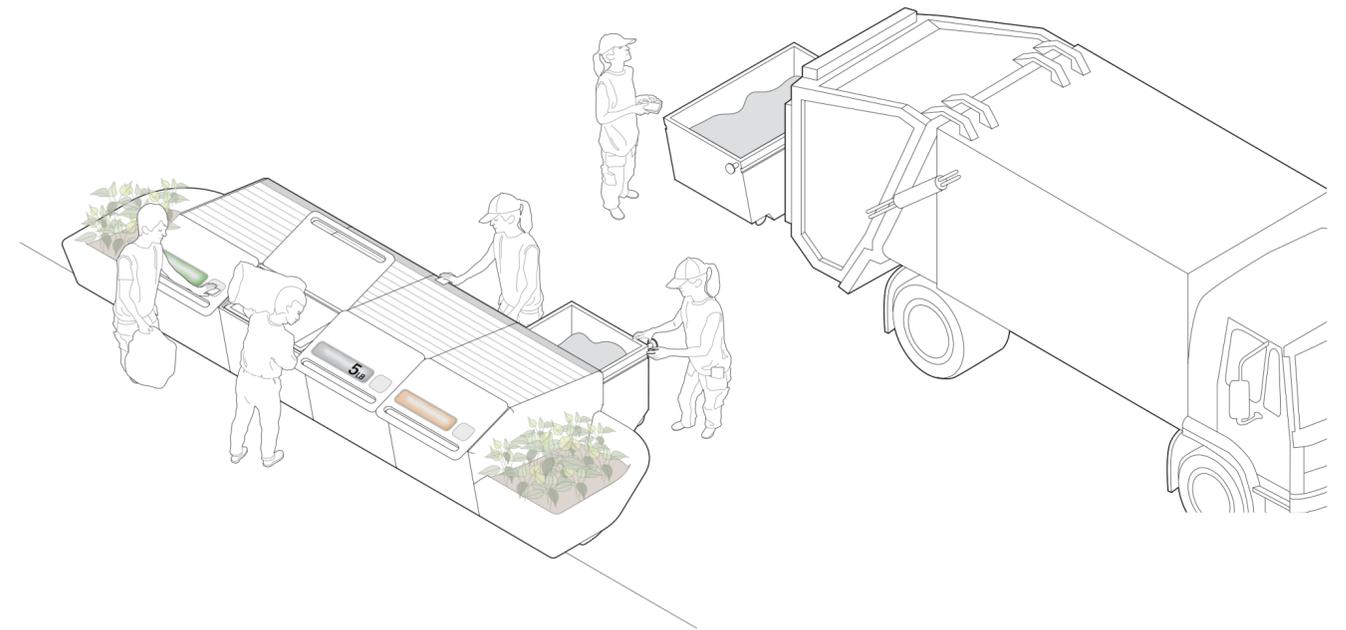
Expanded Sidewalk Zone



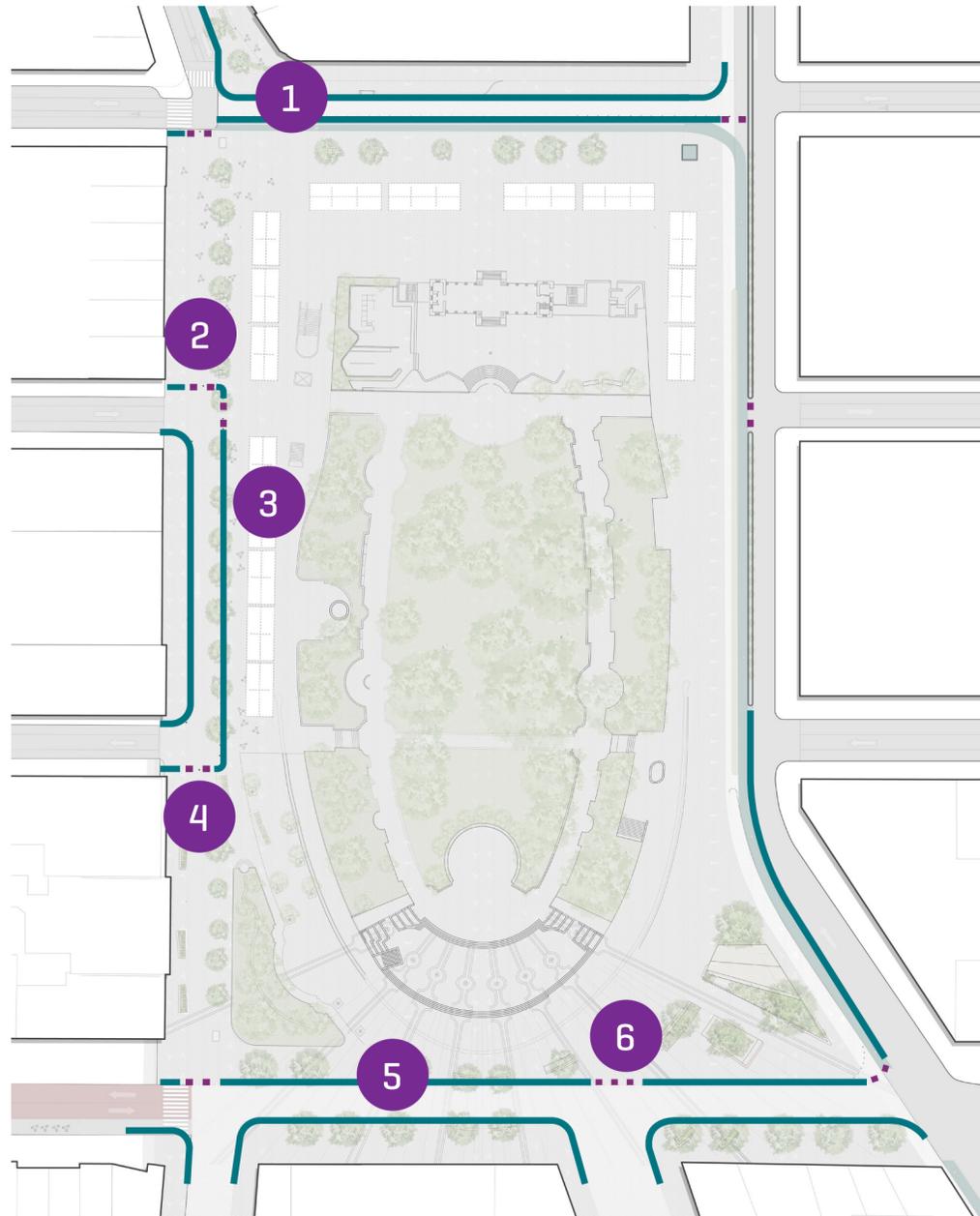
Enhanced/Expanded Sidewalk Zone



WASTE MANAGEMENT



SECURITY FEATURES



1. Pedestrian-friendly security bollards
2. NYC DOT security bollards
3. Safe space for Greenmarket vendor
4. Removable bollards to permit emergency vehicle access to Union Square West
5. Planters and bollards as protective barriers along the 14th Street roadway
6. Removable bollards at Union Square East / 14th Street

KEY

- Fixed bollards
- - - Removable bollards



LIGHTING



Historic
Bishops
Crook

Moon
Lighting



Pedestrian
Globes

Facade
Uplighting



TEMPORARY PUBLIC ART



KEY

-  Existing sites for temp. and permanent artwork
-  Proposed sites for a public art installation



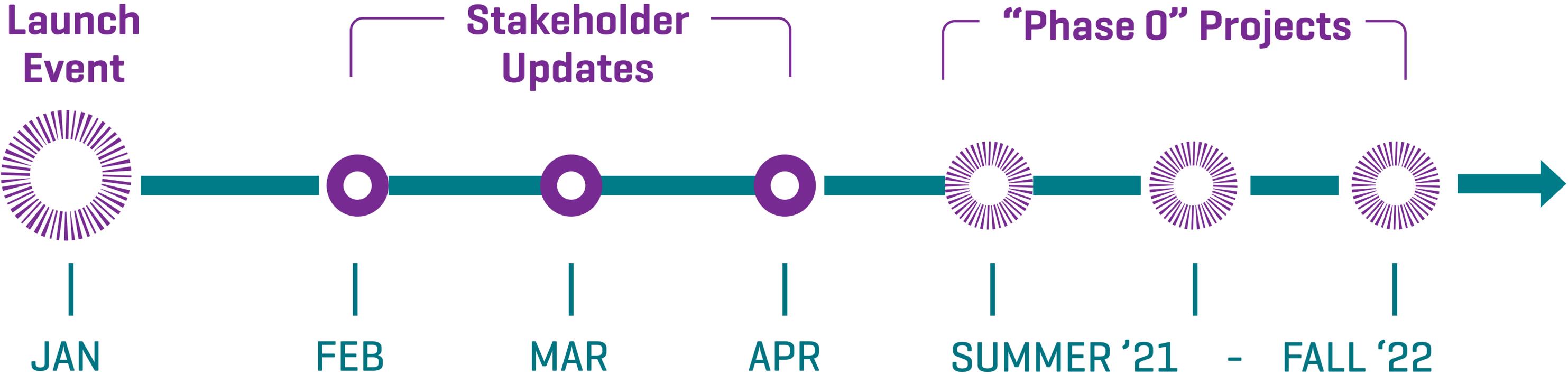


IMPLEMENTATION + NEXT STEPS

PRIORITIZATION MATRIX

	PRIORITY	COST	TIME	COMPLEXITY	PROJECT GOALS							
	LOW - HIGH	\$ - \$\$\$\$\$	YEARS TO COMPLETE	LOW - HIGH	INCREASE PEDESTRIAN SPACE	IMPROVE ACCESS	INCREASE OPEN SPACE	SUSTAIN ORGANIC ACTIVITY	PROMOTE DIVERSITY	PRESERVE HISTORIC ELEMENTS	ENLIVEN GROUND FLOOR	SUPPORT ENVIRONMENTAL / PUBLIC HEALTH
RECOMMENDED FAST-TRACK PROJECTS												
STREETSCAPE TOOLKIT												
STREET SEATS / PARKLETS												
◆ DESIGN, PERMIT, FABRICATE, AND INSTALL	High	\$\$	1 year	Low	●	●	●	●			●	●
SIDEWALK CAFES												
◆ WORK WITH OWNERS, RESTAURANTS, AGENCIES	High	\$	1-5 years	High	●			●		●	●	●
WASTE MANAGEMENT												
◆ PROTOTYPE DEVELOPMENT	High	\$\$	1-2 years	Med			●				●	●
FABRICATION AND INSTALLATION	High	\$\$\$	3-5 years	Med								
PLANTER BENCHES												
◆ PROTOTYPE DEVELOPMENT	High	\$\$	1-2 years	Med	●		●	●			●	●
FABRICATION AND INSTALLATION	Med	\$\$\$	3 - 5 years	Med								
PUBLIC ART												
◆ ART PROGRAM DEVELOPMENT AND MANAGEMENT	Med	\$\$	Ongoing	Low	●			●	●	●	●	●
LIGHTING												
◆ LIGHTING PLAN	Med	\$\$	1 year	Low	●	●				●	●	●
INSTALLATION	Low	\$\$\$	1 - 5 years	High								
SECURITY FEATURES												
BOLLARD INSTALLATION (PROJECT-SPECIFIC)	Med	\$\$\$	1 - 10 years	Med	●	●					●	●

VISION PLAN ROLLOUT



Community Board Presentations Spring - Summer 2021

COMMUNITY FEEDBACK

Community Conversations:

- 4 small group virtual discussions, including Q+A
- 3 Community Board presentations
- Follow up survey to gather additional feedback



COMMUNITY FEEDBACK

What People are Excited About:

- **Boldness of the Plan + Benefits Beyond USQ (comparison to Paris' Champs-Élysées Plan)**
- **Increased Open Space for Pedestrians**
- **Increased Greenery**
- **Waste Management System**
- **Design Process + Collaboration**

Top Issues of Concern:

- **Street Vending Control + Management**
- **Changes to Traffic Patterns**
- **Conflicts btw Pedestrian + Cyclists**
- **Add Focus on Resiliency/Sustainability Measures**
- **Impact on Greenmarket + Existing Programs**
- **Noise + Congestion**

IMPLEMENTATION PROGRESS

The Union Square Vision Plan is a multi-phased 10-20 year initiative with an estimated cost of \$100 million: \$2-10M of BID Funds, \$10-20M in private contributions, and \$60-80M from government sources. The next steps include:

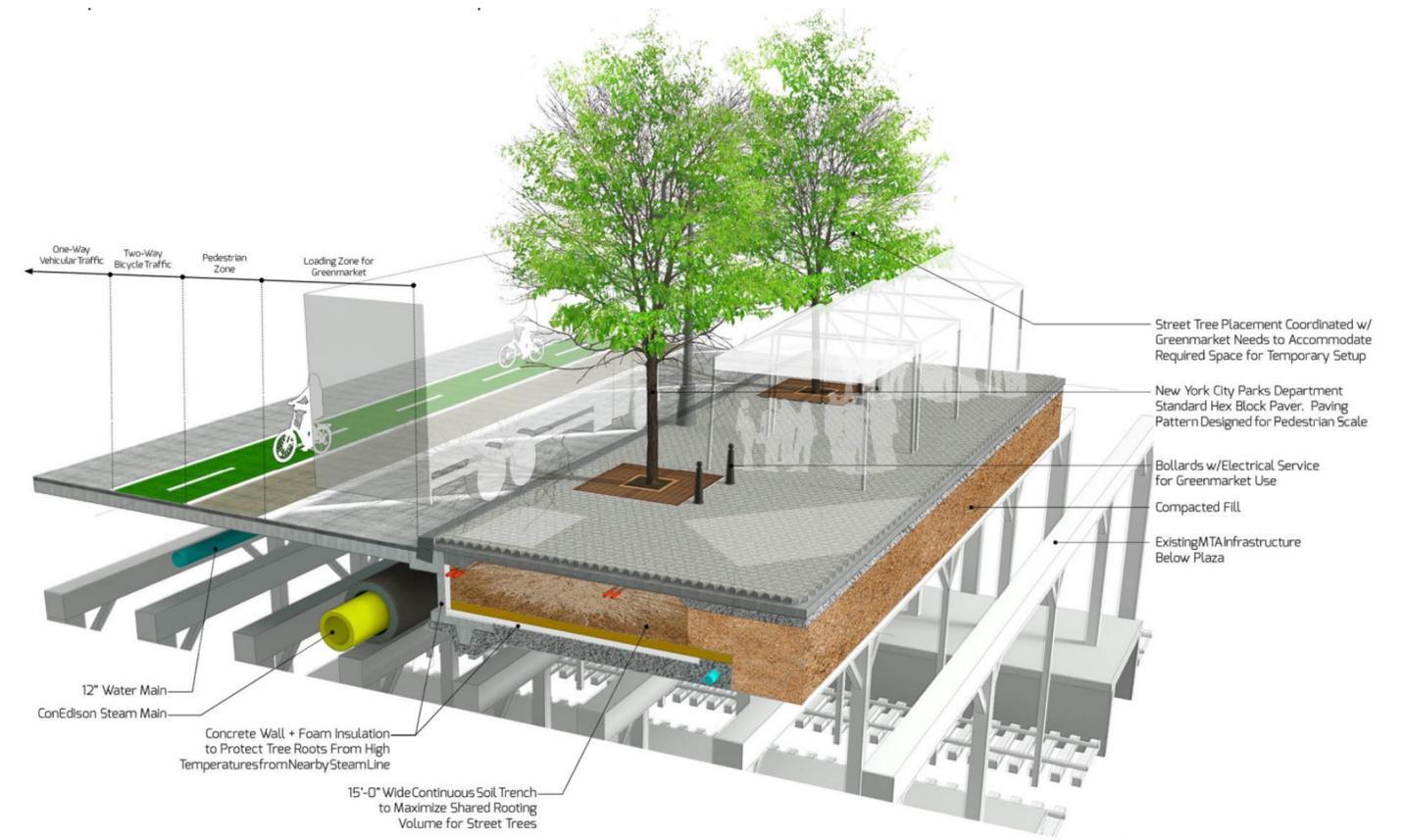
- “Phase 0” Projects: Mural, StreetSeats, Clean Curbs
- Economic impact and funding strategy with JLP+D
- Traffic study with Sam Schwartz Engineering
- Tree plan with Urban Arborists
- Streetscape Master Plan with Starr Whitehouse
- Designs may change as projects are vetted



STREETSCAPE MASTER PLAN

Starr Whitehouse Scope of Work:

- Full District Topographic Survey
- Street Furniture Plan
- Tree Planting Plan
- Park/District Lighting Plan
- PDC Conceptual Review & Approval

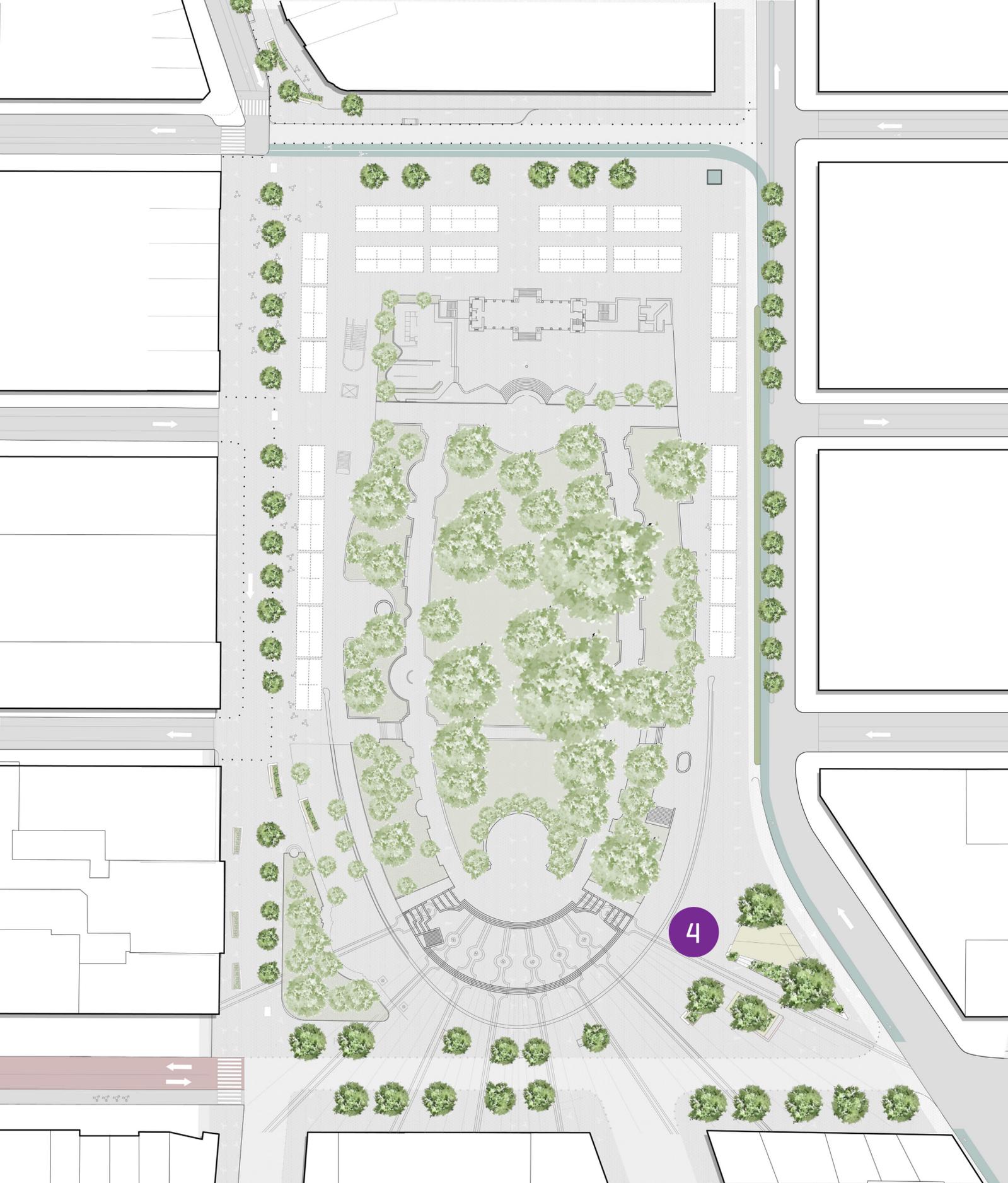




THANK YOU

UNION SQUARE - 14TH STREET
DISTRICT VISION PLAN

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VISION PROJECTS

4. Triangle Park



Capital One Bank

Union Square

Union Square

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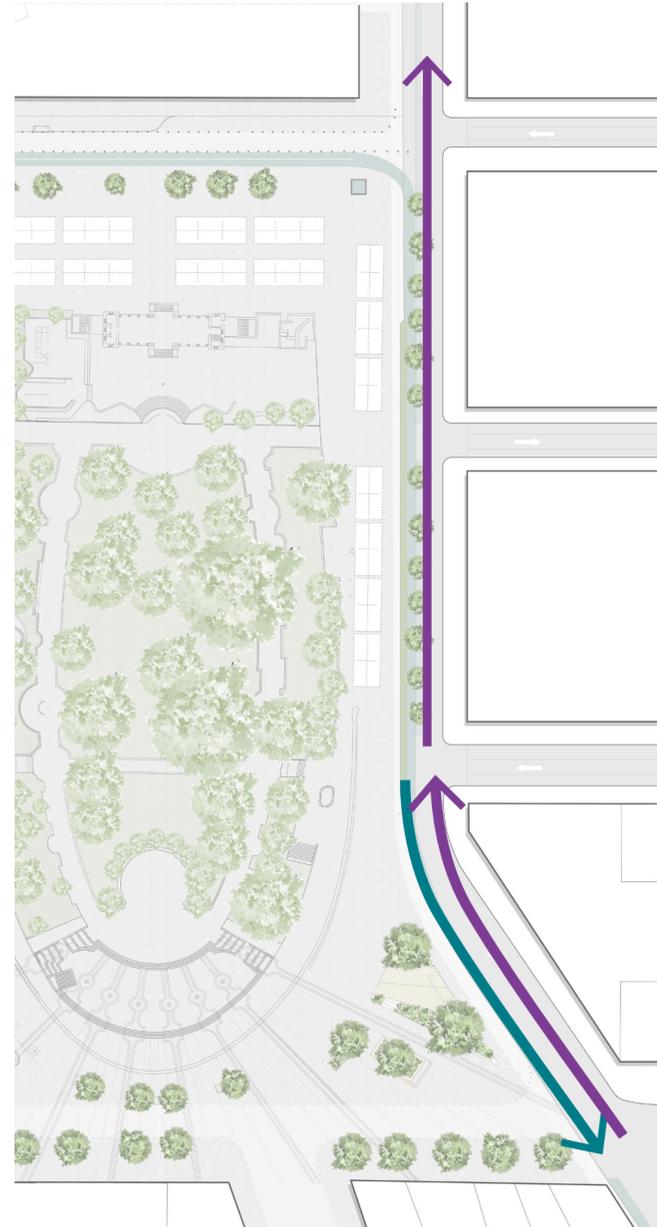
UNION SQUARE EAST



Reverse Direction of
15th Street



Two-Way on 15th Street



Preserve connection
from 15th Street



Two-way on Park
South of 15th



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