



**SoHo Broadway
Public Realm
Framework +
Vision Plan**

What's a Vision Plan?

- **Sets an optimal physical vision for the District. "What do we want to become?"**
- **Offers guideposts via a framework of principles, goals, priority projects**
- **Builds organizational alignment / focuses limited resources**
- **Does not require City Agency or Community Board approval**
- **Will require further studies prior to detailed design and project implementation (e.g. parking, traffic, freight delivery studies)**



The Plan

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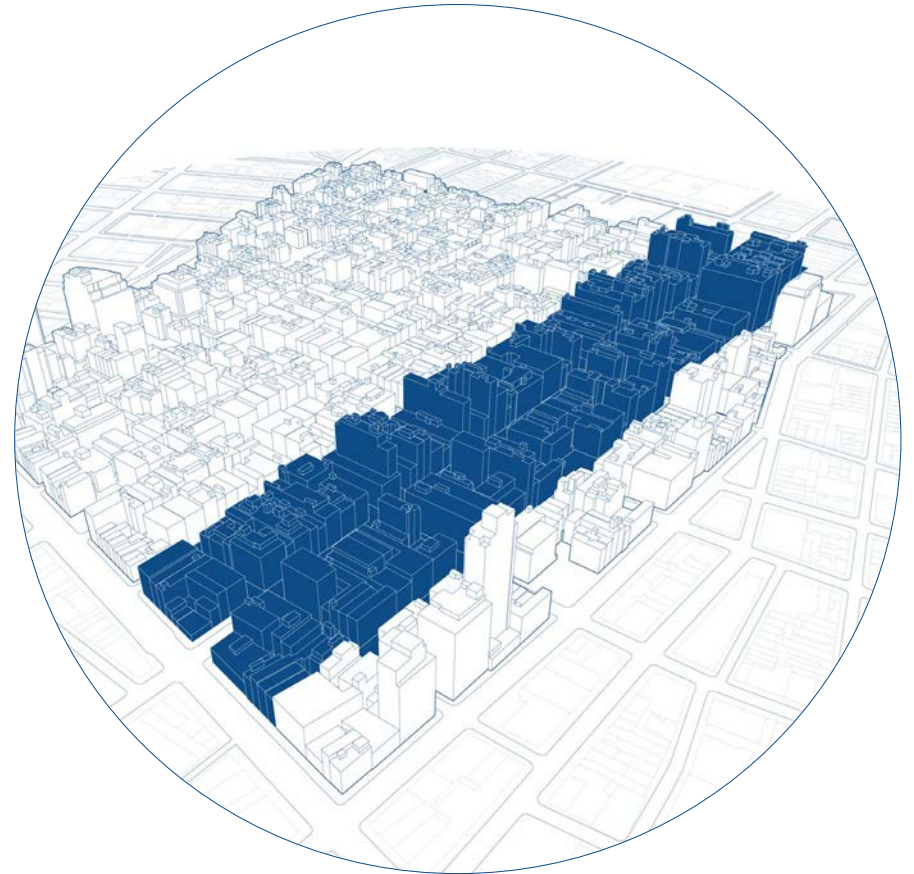
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Introduction

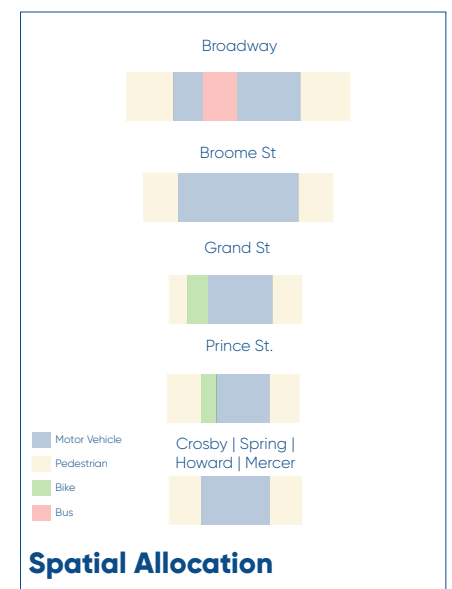
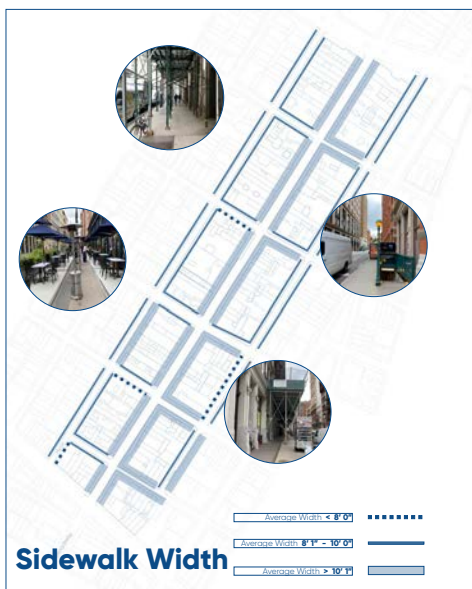
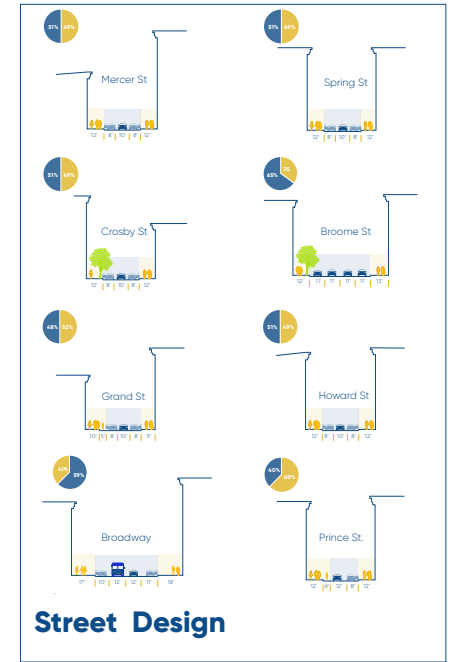
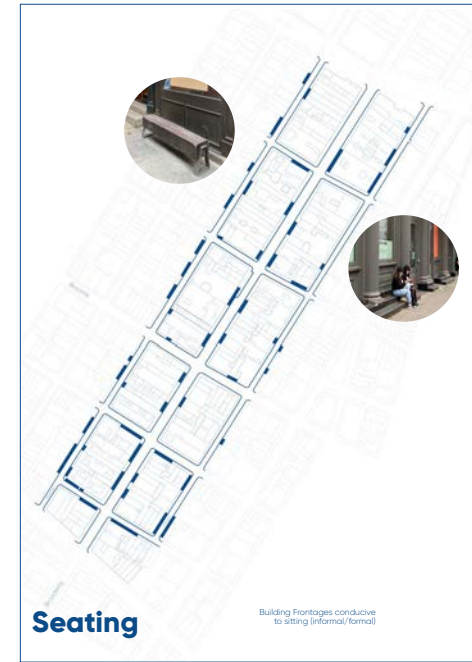
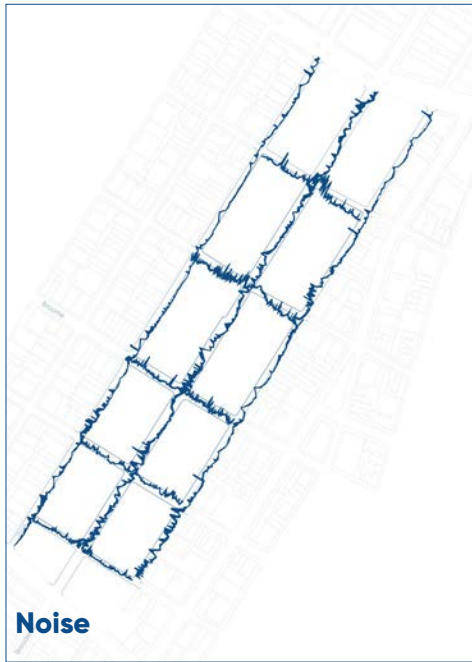


The SoHo Broadway Study Area



- SoHo Neighborhood Boundary
- Streets within Study Area
- Buildings within Study Area

Existing Conditions







Engagement Findings: Prioritize People

- 1. Expand sidewalk space**
 - 2. Reduce vehicular congestion**
-
3. Improve waste storage
 4. Celebrate SoHo's history, art + architecture
 5. Provide space for community gathering
 6. Pedestrianize streets
 7. Create bike-friendly environment
 8. Create a greener corridor
 9. Provide more dining options



Public Life



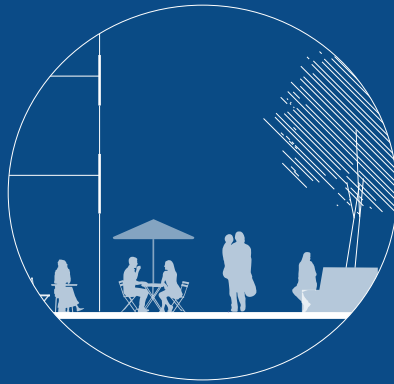
-  20+ pedestrians
-  10+ pedestrians
-  5+ pedestrians
-  3+ pedestrians

Public Realm Principles

SoHo's public realm is where public and private interests, local and global cultures, and trends old and new collide. The following eight principles guide the Public Realm Framework + Vision Plan, and they should be continually referenced as the Plan moves into the implementation process.



Safe



Comfortable



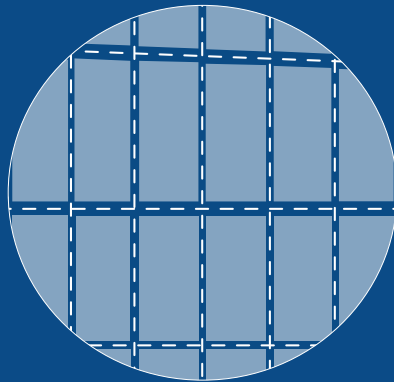
Inclusive



Dynamic



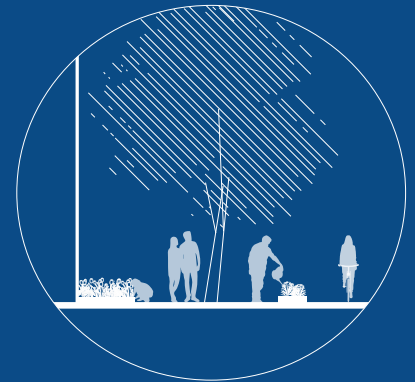
Beautiful



Connected



Creative



Resilient

Vision + Goals



Vision Statement

SoHo Broadway is the beating heart of one of New York City's most engaging, beautiful, human-scale, and walkable neighborhoods. The streets and sidewalks prioritize people first, creating comfortable, safe, and compelling public space that supports businesses, meets the needs of residents, and welcomes visitors from around the world.

Our Goals

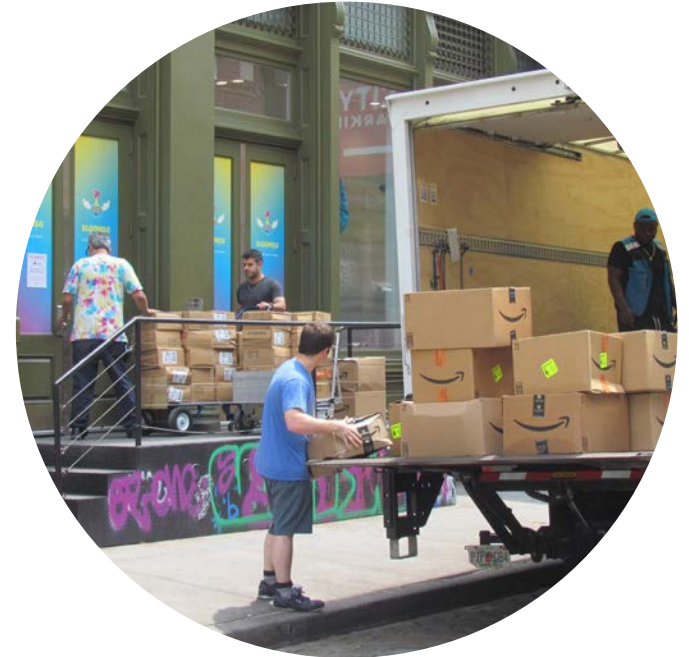
This Plan aims to create a more people-centric public realm, one that solves the District's ongoing operational challenges while also creating a physical setting befitting of the neighborhood's historical and cultural significance. The following five goals have been established to guide the Plan implementation. Specific recommendations for achieving these goals are detailed within the Framework + Vision Plan (see page 22).

1 Provide More Space for People

- Increase the District's sidewalk widths by at least 50%.
- Convert Prince Street and Howard Street into pedestrian priority/car-free public spaces.
- Increase the District's available on-street seating capacity by 500%.

2 Streamline District Operations

- Divert non-local vehicular trips away from the District; reduce regional vehicular traffic along Broadway and Broome Street by 66%.
- Update curbside parking regulations to maximize access and efficient freight loading/unloading, waste removal, and building service operations; support the transition to cargo bikes and other low-impact vehicles.
- Expand the number of trash and recycling receptacles available to the public along Broadway.
- Increase SoHo Broadway Initiative staff, services, and resources to properly manage and maintain expanded public space.



3 Support and Expand Cultural Activity

- Encourage and promote the expansion of cultural programming within the District's streets and sidewalks (e.g. art exhibitions, festivals, educational events).
- Establish the District as an outdoor art gallery, featuring local and globally renowned artists. Target façades, vacant storefronts, light pole banners, trash cans, asphalt, seating, and other opportunity areas where art can continually breathe new life into the District's public realm.

4 Increase District Greenery and Resilience

- Using above-ground planters, increase the District's tree canopy by 900%.
- Leverage building façades, as well as interim and long-term streetscape overhauls to increase streetside plantings, pollinator habitat, and stormwater capture.
- Reconstruct the District's streets and sidewalks with a material palette that respects and reinforces the District's built heritage.

5 Improve District Connectivity and Traffic Safety

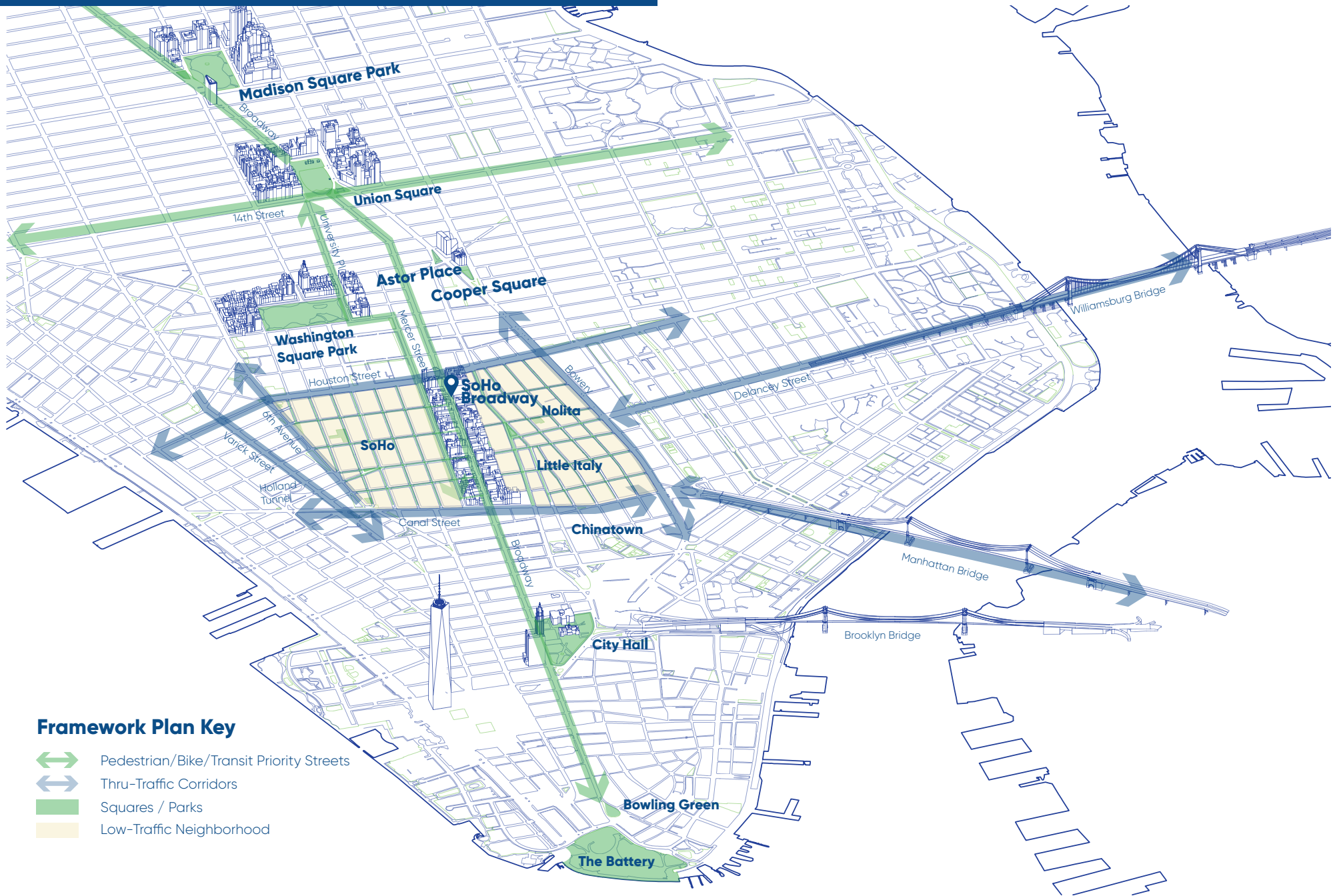
- Redesign Broadway so that it functions as a linear public space, giving priority to pedestrians, buses, and freight delivery.
- Reduce traffic crashes by 75%.
- Upgrade and complete the District's bike network; strengthen southbound connections and close the Spring Street bikeway gap.
- Retrofit the District's intersections to be ADA-accessible.



Public Realm Framework + Vision Plan



The Framework Plan



The Project Delivery Framework

Build. Measure. Learn.

This chart illustrates the core elements of an iterative and flexible project delivery framework (detailed on Plan p. 28)



TACTICAL MOVES
(1 day - 5 years · \$)



STRATEGIC INITIATIVES
(1 - 10 years · \$\$)



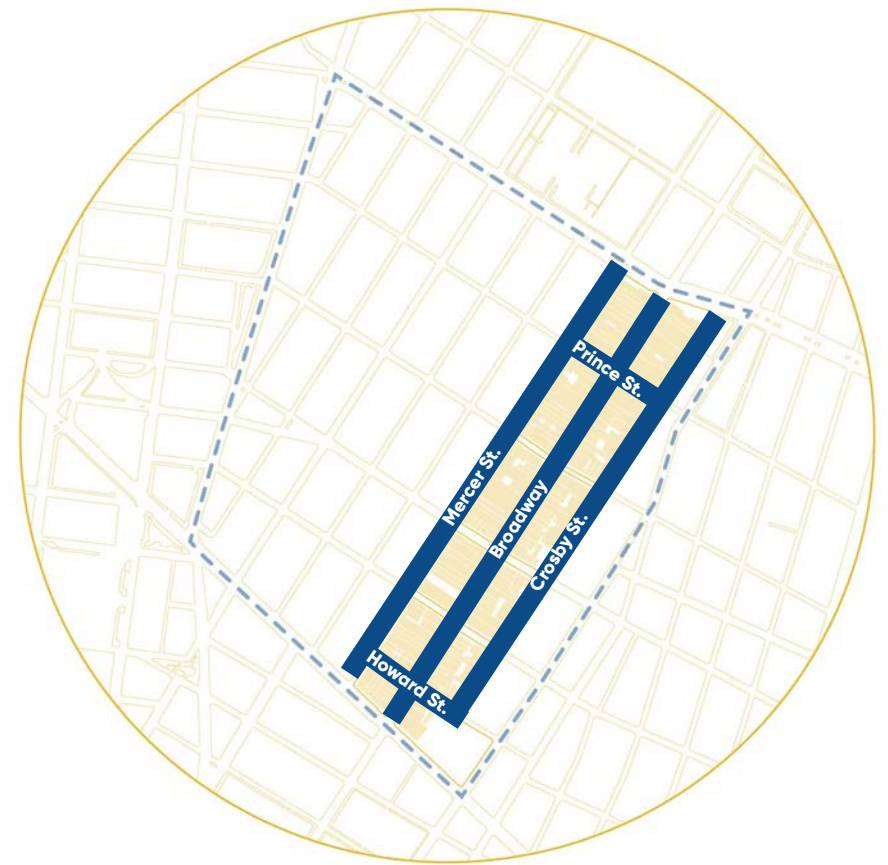
KEY PROJECTS
(5 - 15 years · \$\$\$)



SUPPORTING ACTIONS
1 day - 10 years · \$ - \$\$\$)

PROJECT TYPE
(time interval · cost)

Capital Reconstruction



SoHo Broadway Initiative Study Area

SoHo Neighborhood Boundary

Key Moves: Priority Capital Projects

**Key Move #1:
Create More Space for
People on Broadway**



Broadway Today

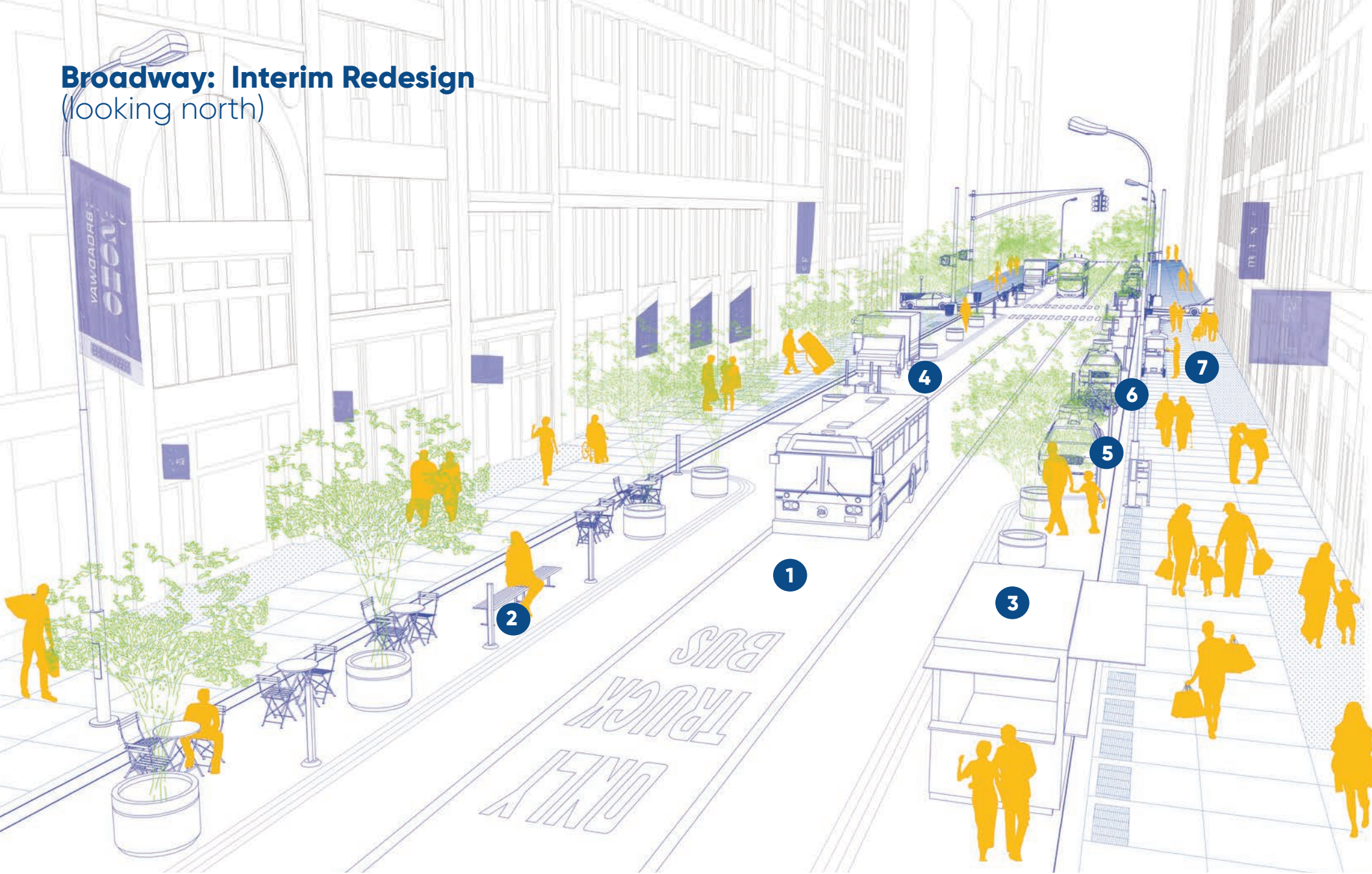


Broadway Vision



Broadway is a world-class, linear public space that meets the quality-of-life needs of residents; eases commercial office and retail operations; and continues to comfortably welcome visitors hailing from Brooklyn to Bangkok.

Broadway: Interim Redesign (looking north)



- 1 Busway
- 2 Public Seating / Expanded Sidewalk
- 3 Food/Retail Kiosk

- 4 Freight Delivery Zone
- 5 FHV Pick-Up/Drop-Off
- 6 Bicycle Corral

- 7 Legal Sidewalk Vending

**Key Move #2:
Share Crosby Street +
Mercer Street**



Mercer Today



Mercer Vision



Mercer Street and Crosby Street are beautifully restored low-traffic streets using a curbsless design to create quiet, comfortable, and green spaces that also support streamlined curbside operations. Mercer Street provides a much needed southbound bikeway connection, filling key gaps in the network between Union Square and the Brooklyn Bridge/City Hall.



1 Curbless Streetscape

2 Southbound Bike Lane

3 Planters/Seating

4 Restored Vault Lights

5 Flexible Curb Lane

6 Vehicular Access Lane

7 Long-term
Bicycle Parking Pod

**Key Move #3:
Pedestrianize Prince
Street + Howard Street**



Prince Street Today



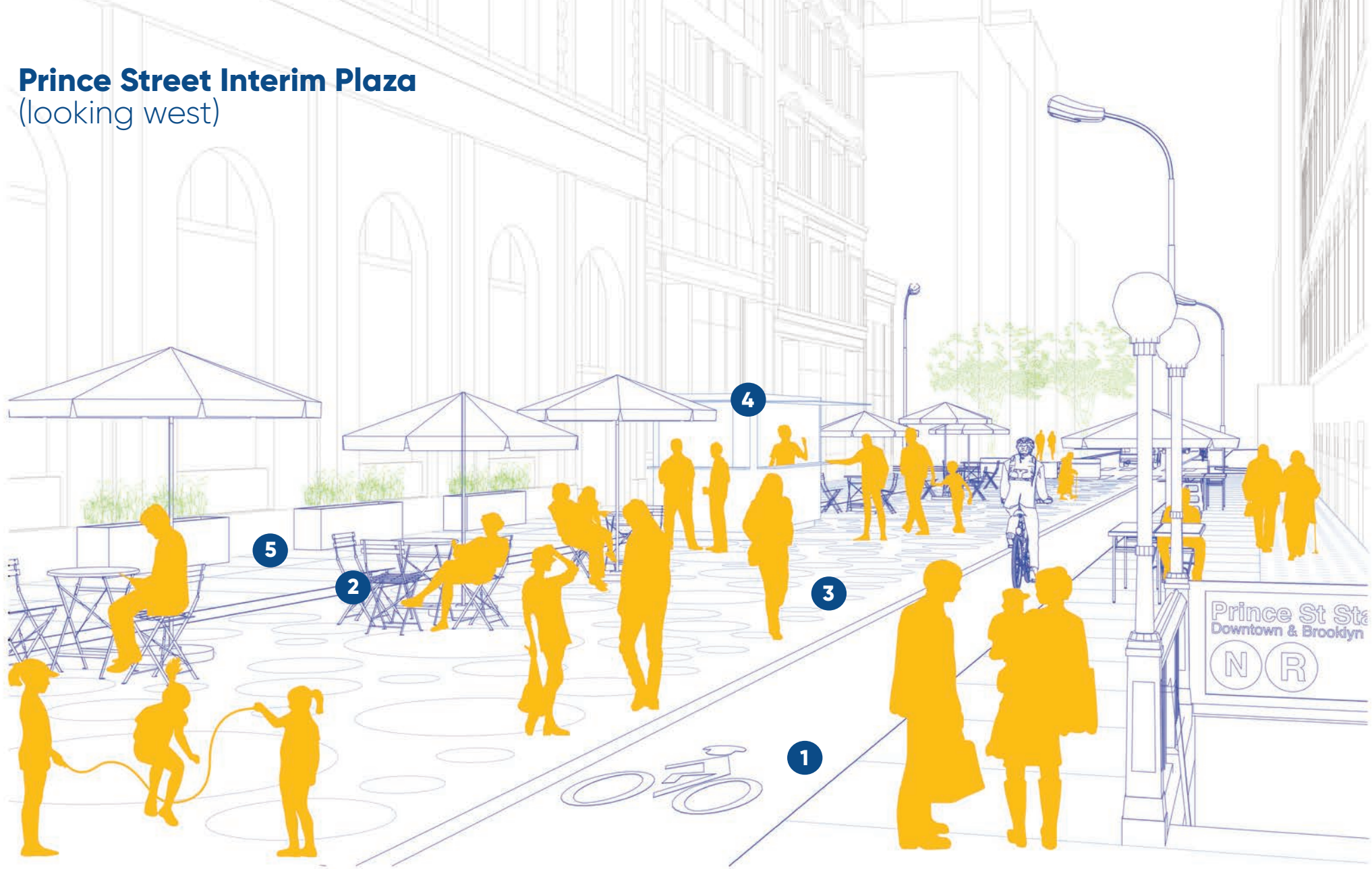
Prince Street Vision



Prince Street, between Mercer and Crosby Streets, is a lively public plaza with seating, greenery, a cafe kiosk, and a light cadence of cultural programming. Subway entrances are less congested and people crossing Broadway no longer fear being hit by turning vehicles.

Prince Street Interim Plaza

(looking west)



1 Bike Lane

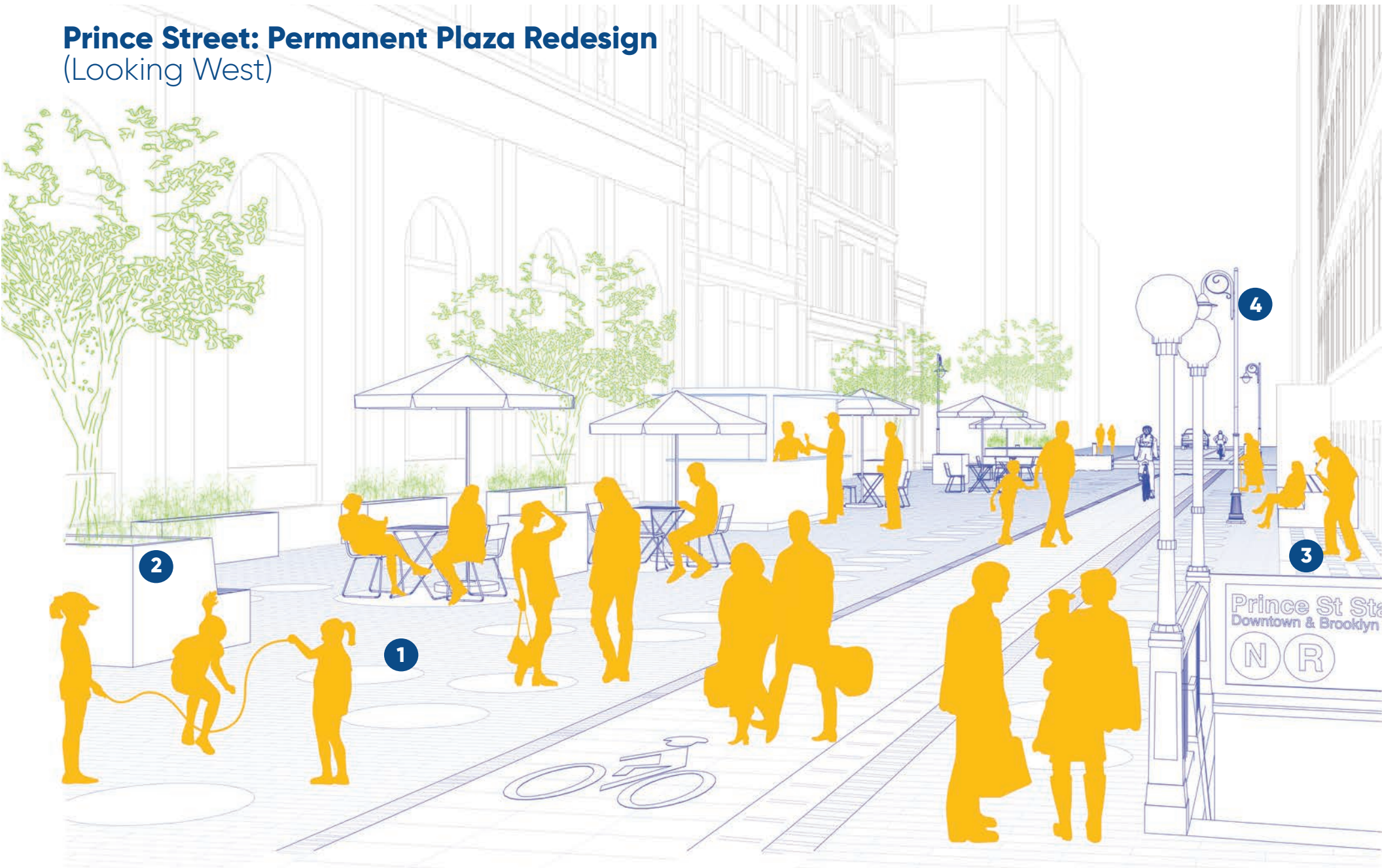
2 Movable Tables and Chairs

3 Asphalt Art Mural

4 Cafe Kiosk

5 Planters

Prince Street: Permanent Plaza Redesign (Looking West)



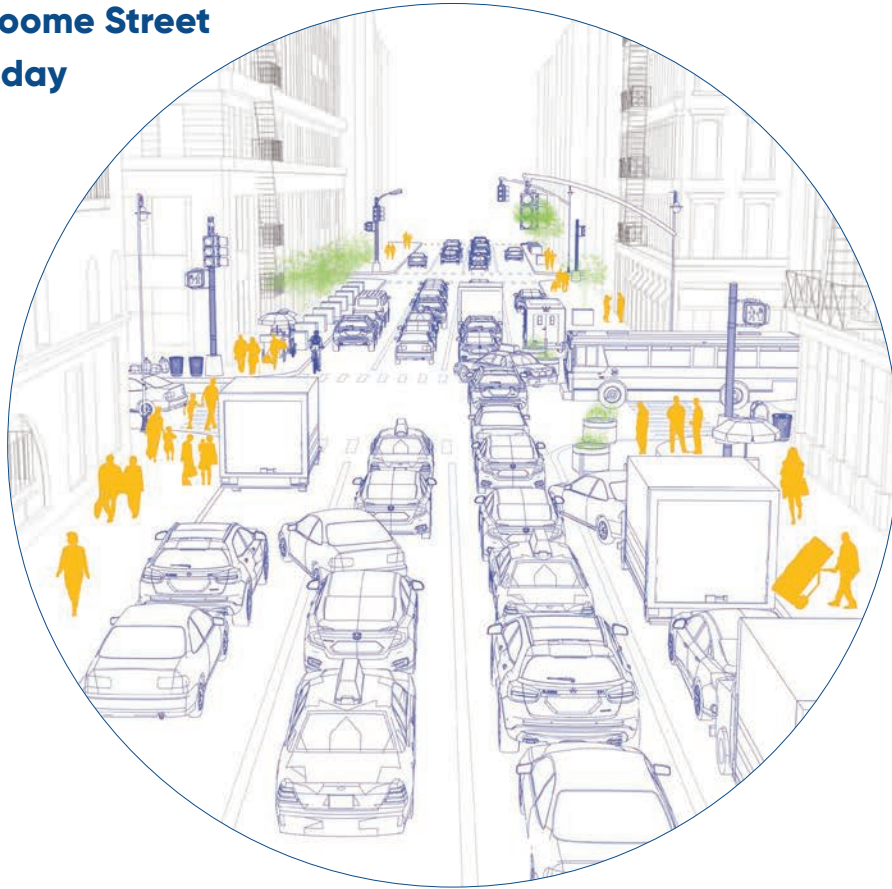
- 1 Streetscape Upgrade
- 2 Seating/Tree Planter

- 3 Restored Vault Lights
- 4 Bishops Crook Lightpoles

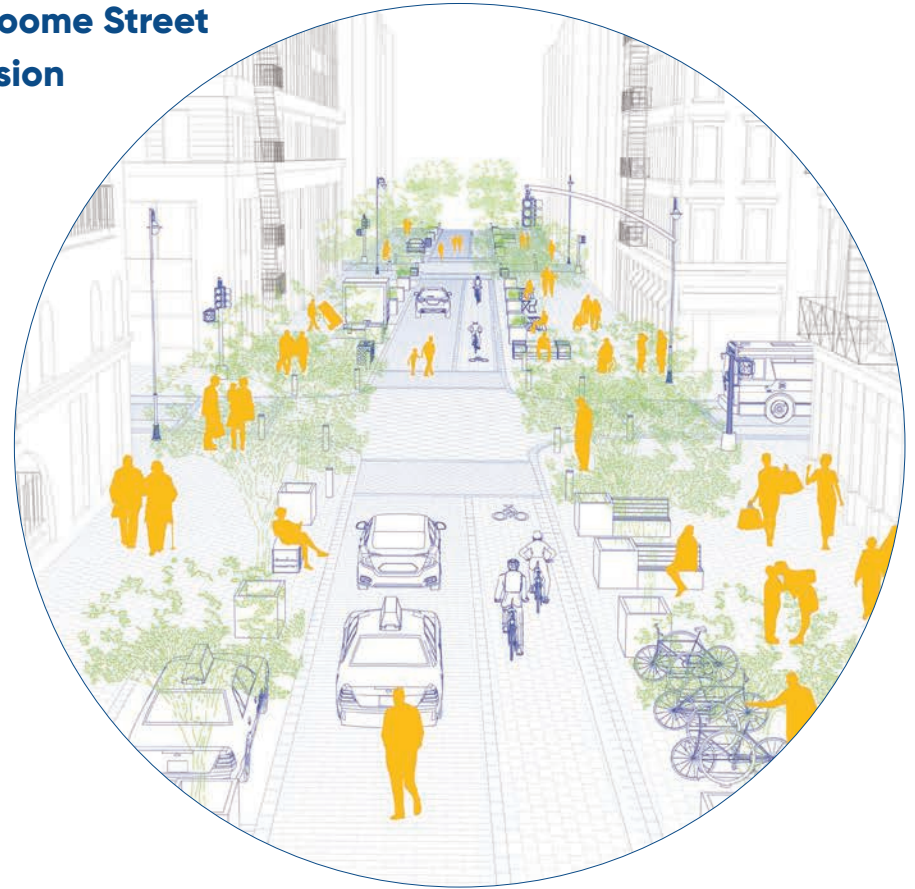
**Key Move #4:
Reclaim Broome as a
Local Street**



**Broome Street
Today**

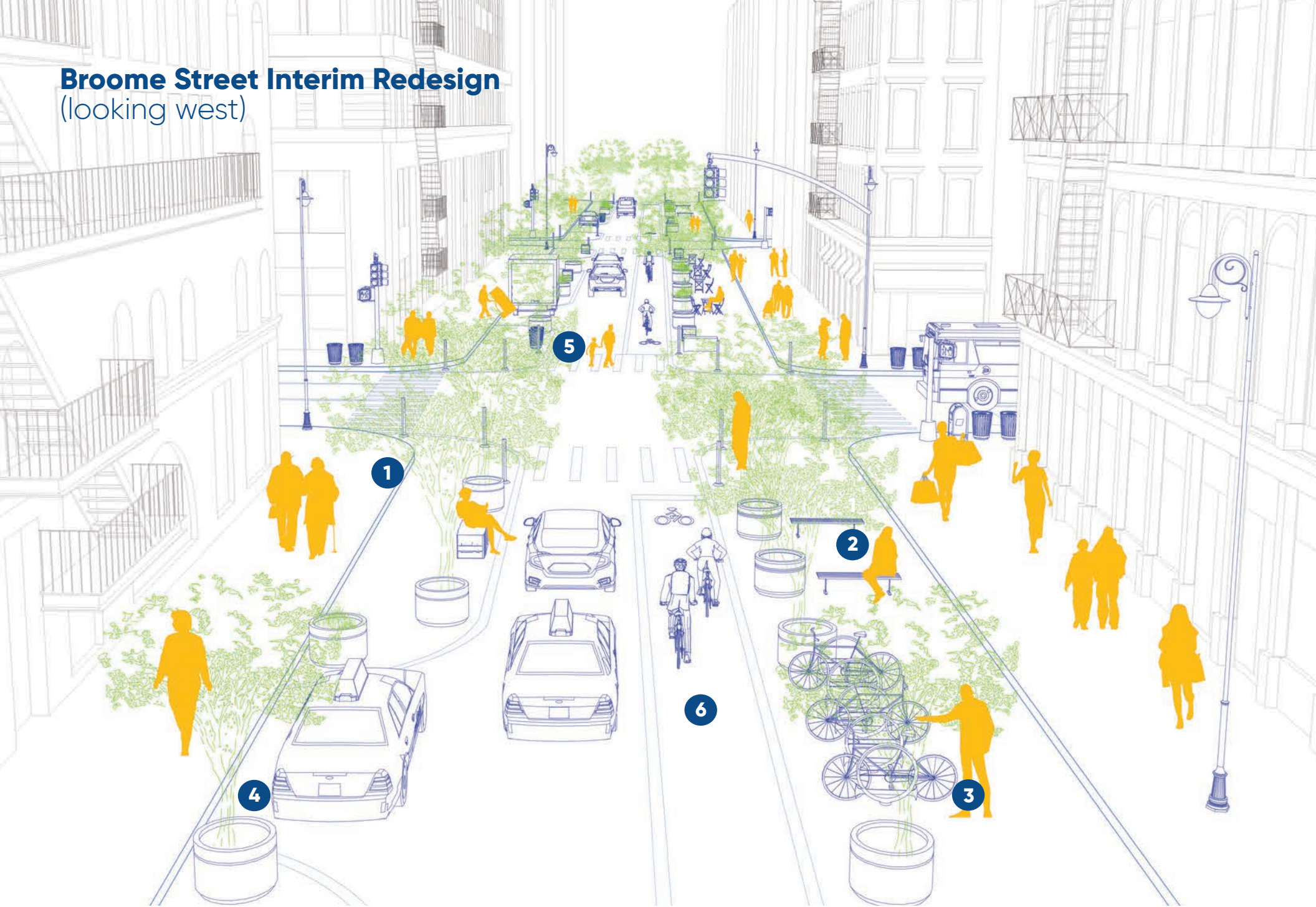


**Broome Street
Vision**



Broome Street no longer operates as a tunnel on-ramp; rather it serves as a local street with expanded, usable public space, greenery, and cycling facilities that serve the needs of SoHo neighborhood residents, employees, and visitors. The curbsless street design along Broadway extends along Broome Street between the east side of Crosby and the west side of Mercer.

Broome Street Interim Redesign (looking west)



1 Large Curb Extensions

2 Seating

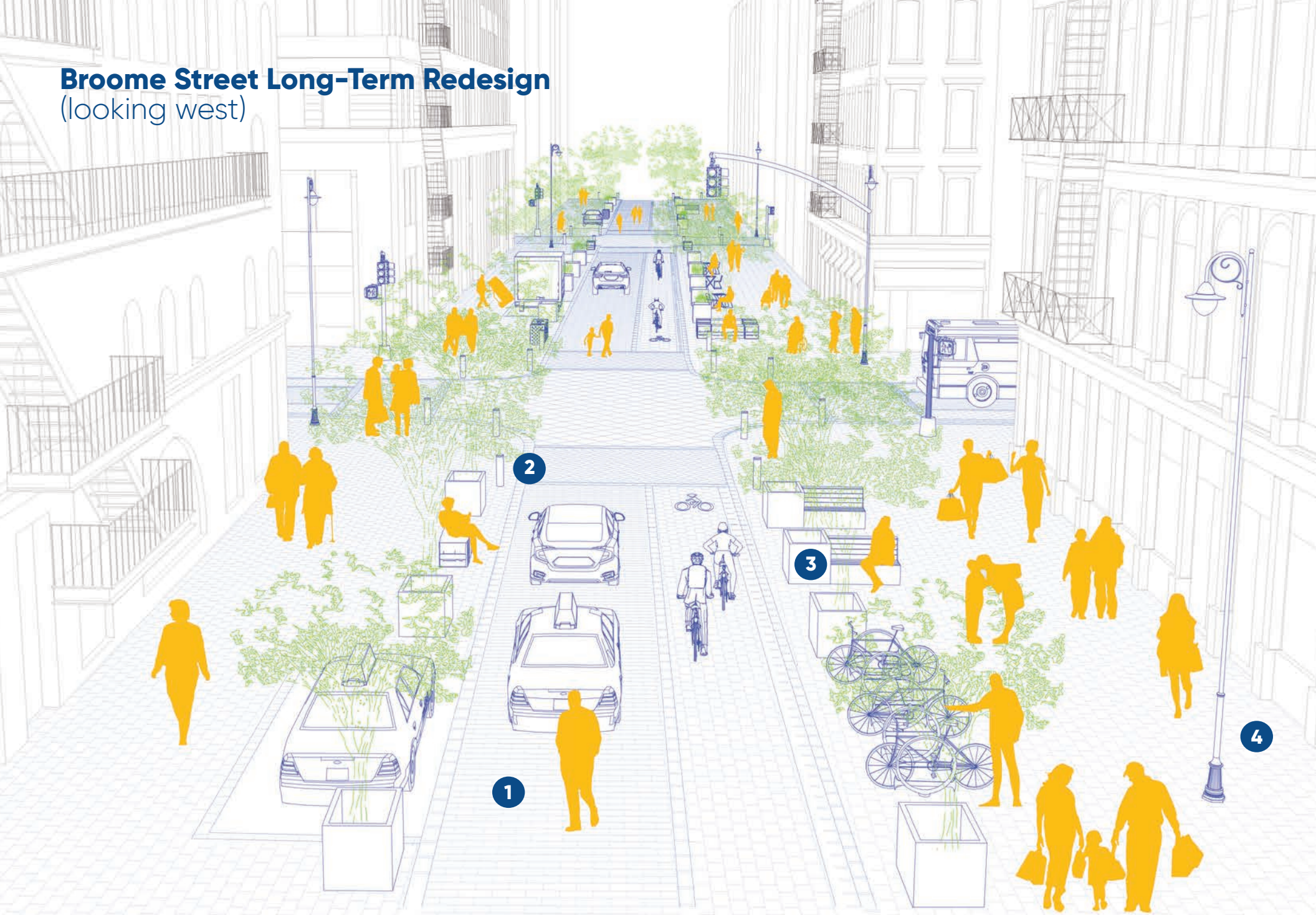
3 Bike Corral

4 FHV Loading Zone

5 Freight Delivery Zone

6 Westbound Bike Lane

Broome Street Long-Term Redesign (looking west)



1 Curbless Streetscape

2 Traffic Bollards

3 Planters/seating

4 Bishops Crook Lightpole

Strategic Initiatives

Advancing these four initiatives will result in a SoHo Broadway District that provides more space for people while also streamlining building access and operations.

1 Update Curbside Regulations / Use

A) Provide designated short-term parking spaces for freight/delivery and for-hire vehicles. Study and allocate the optimal number/locations per block in coordination with Strategic Initiative #3, without impacting primary goal of expanding usable public space.

B) Move all metered parking off Broadway and onto Crosby Street, Mercer Street, and surrounding streets (See Key Move #2 for more details).

C) Consolidate Broadway bus stop locations from six to three; designate one stop for MTA Express buses, one for MTA local/limited buses, and one for tour buses; work with MTA and NYC DOT to upgrade bus stop amenities.

D) Distribute at least two bicycle parking corrals or pods per block; ensure corral racks are able to accommodate freight cargo bikes.

E) Close the Spring Street bikeway gap; advocate for the repaving of Spring Street and the conversion of the north curb lane, between Wooster Street and Broadway into a bicycle lane.

F) Work with local businesses and property owners to convert existing curbside parking into increased art, greenery, public seating, and outdoor dining.

G) Increase metered parking prices to more closely align with off-street parking rates; extend hours where rates apply to public parking at night and on weekends.

2 Streamline Waste Management

A) Work with DSNY, carting companies, property owners, and commercial tenants to develop and implement a District waste container storage and removal plan.

3 Coordinate Freight Delivery

A) Partner with NYC DOT, freight carriers, property owners, and commercial tenants to create a District-specific freight management plan that optimizes for efficiency, pedestrian safety, and quality of life. Coordinate this task with Strategic Initiative #1.

4 Pilot Street Redesigns With Interim Materials

A) Follow any/all successful demonstration projects (see Tactical Project #1) by partnering with NYC DOT, the MTA, and other local and government agency partners to initiate long-term redesigns for Broadway, Broome Street, Prince Street, and Howard Street by using interim streetscape materials. Align pilot initiatives with recommendations #1 - #3 above and Supporting Action #1.

Tactical Projects

These three Tactical Projects will help the District build momentum towards the implementation of the Key Moves.

1 Test Before You Invest: Nurture Long-Term Change through Short-Term Demonstration Projects

Collaborate with local stakeholders and design partners to develop and test a number of short-term physical design, programming, and operational projects across the District. The goal of such efforts should be nurturing public life, celebrating the District's history and culture, and testing the viability of interim and long-term Key Moves and Strategic Initiatives proposed within this Plan. Here are four ways to get started:

A) Develop a 'Sittable SoHo' campaign that invites people to stop and sit/perch/lean upon the District's many informal places to rest and take in the neighborhood's history and lively street life. Such a campaign could be coordinated with a local non-profit cultural or historic preservation organization and designed to increase awareness of and appreciation for SoHo's storied past and its exciting future.

B) Implement pedestrianization demonstration projects supported by cultural programming along Prince Street and Howard Street; coordinate with Supporting Action #1 to evaluate the merits and drawbacks of each.

C) Experiment with converting Broadway's parking lanes to pedestrian space and/or closing one block at a time to through traffic (except buses); add cultural programming to communicate the value of



providing more space for people.

D) Work with property owners and businesses to soften Broome Street. Opportunities include the addition of small-scale plantings, seating against building fronts and within the existing curb lane, organizing public events that incorporate the sidewalk, small-scale performances, art and mural installations, cafe seating, and more. Add temporary or seasonal seating on the sidewalk or in the curb lane on the north side of Broome, between Crosby and Broadway. The views of the District's historic architecture are particularly captivating from this location, including a wonderful look at the ornate 12-story Silk Exchange Building. This view often inspires people to take photos and, therefore, should be embellished as a point of interest.

Supporting Actions

These three supporting actions will be crucial in advancing all of the Key Moves, Strategic Initiatives, and Tactical Projects.

1 Build, Measure, Learn: Develop a Public Realm Data Collection and Evaluation Protocol

A) Develop and implement a District-wide data collection and evaluation protocol. The protocol should be designed to help decision-makers understand the impact of programming, communications, and marketing activities, as well as the roll-out of physical demonstration, pilot, and capital projects. Both qualitative and quantitative tools (digital and analogue) should be used to identify key insights and trends. A summary of all findings should be made available to the Board of Directors on a periodic basis and be published within the SoHo Broadway Initiative's annual report.

B) Onboard a technology partner to help streamline and systematize the measurement and documentation of pedestrian, vehicular, and cycling movements at key intersections/locations; consider supplementing digital evaluation with a broader range of evaluation tools and metrics as resources allow.

2 Continue Stakeholder Engagement Efforts

A) Incorporate Public Realm Framework + Vision Plan updates and engagement opportunities within ongoing digital and in-person marketing, communication, and community engagement efforts.

3 Increase Staff Capacity

A) Whether through assessment or geographic expansion, implementing the recommendations in this Plan will require increased planning, management, and stewardship capacity.



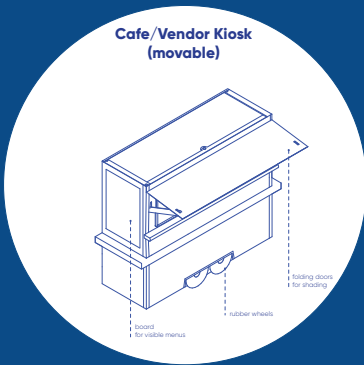
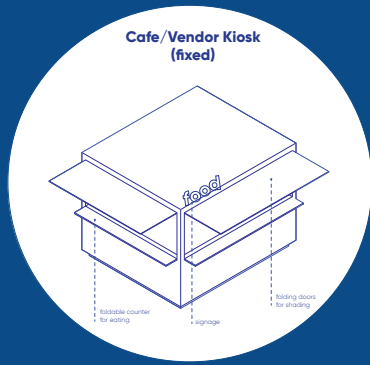
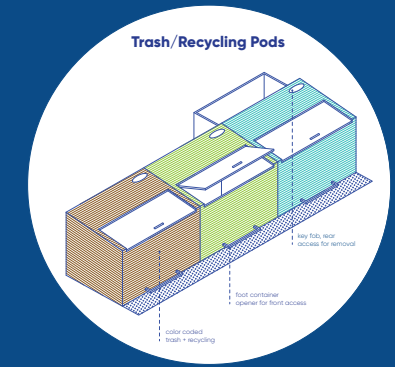
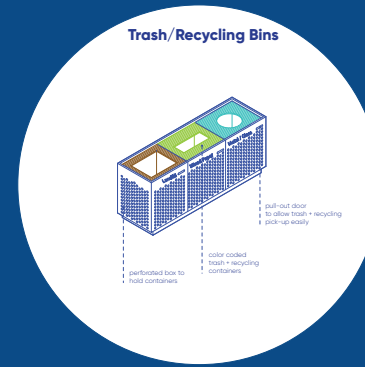
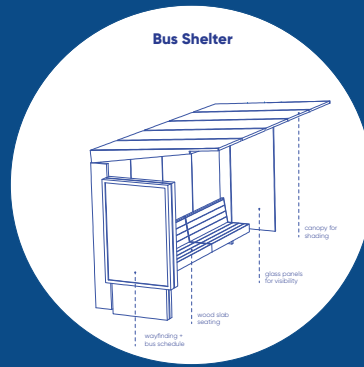
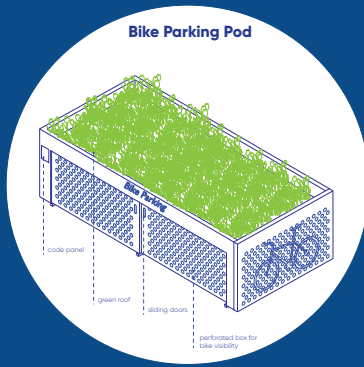
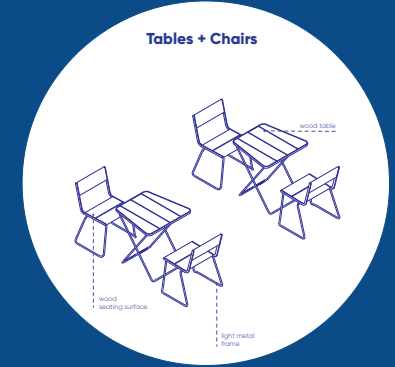
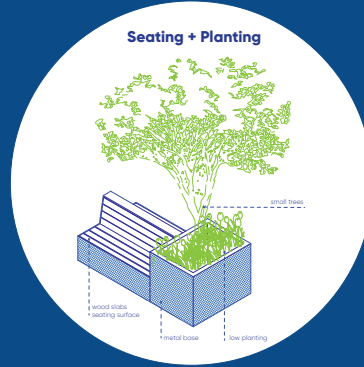
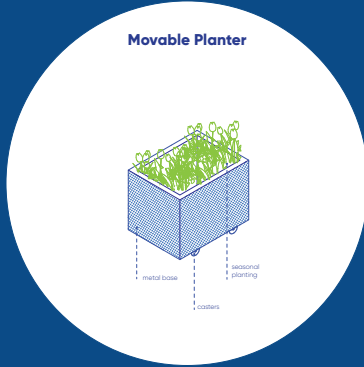
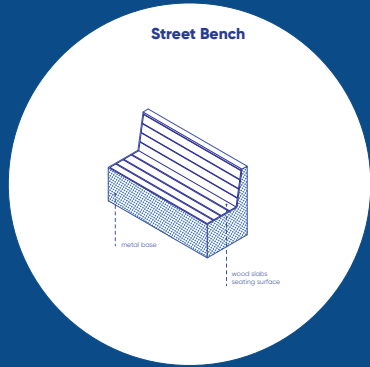
Implementation Timeline

The table below outlines an "order of magnitude" funding and implementation timeline for the SoHo Broadway Initiative and partners to implement this Vision Plan.

Key Moves: Capital Projects	1 - 5 years	5 - 10 Years	10 - 20 Years	Order of Magnitude Cost (\$ - \$\$\$\$)
1. Create for More Space for People on Broadway			●	\$\$\$\$
2. Reclaim Broome as a Local Street			●	\$\$\$\$
3. Share Crosby Street and Mercer Street			●	\$\$\$\$
4. Pedestrianize Prince Street and Howard Street			●	\$\$\$\$
Strategic Moves				
1. Update Curbside Regulations / Use	●	●		\$
2. Streamline Waste Management	●	●		\$\$
3. Coordinate Freight Delivery	●	●		\$
4. Pilot Street Redesigns With Interim Materials	●	●		\$\$\$
Tactical Projects				
1. Test Before You Invest: Nurture Long-Term Change Through Short-Term Demonstration Projects	●	●		\$
2. Transform The District Into An Outdoor Gallery	●	●	●	\$\$
3. Manage + Divert Traffic	●	●	●	\$\$
Supporting Actions				
1. Build, Measure, Learn: Develop a Public Realm Data Collection and Evaluation Protocol	●			\$
2. Continue Stakeholder Engagement	●	●	●	\$
3. Increase Staff Capacity	●	●		\$\$\$

SoHo Broadway Streetscape Toolkit

The following concept drawings outline the different components envisioned for future streetscape improvements across the SoHo Broadway District.



What Comes Next?

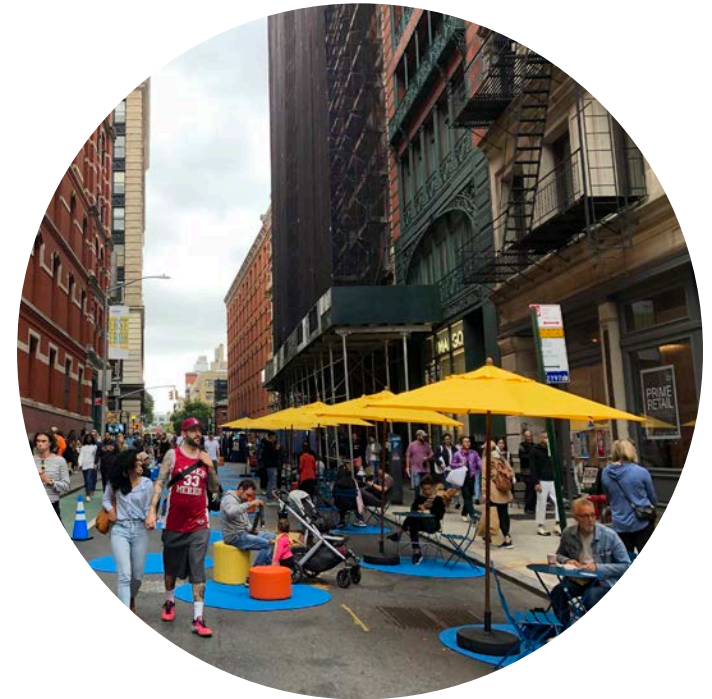
- **Ongoing dialogue/engagement/advocacy including programming, demonstration/pilot projects.**
- **Project studies and more detailed planning/design (DOT, DDC, DSNY, property owners, residents etc.)**
- **Project-by-project design and scoping**
- **NYC DOT SIP (short to mid-term) and Capital funding (mid to long-term)**
- **Project evaluation, iteration, maintenance and stewardship**



Little Prince Plaza

Observations

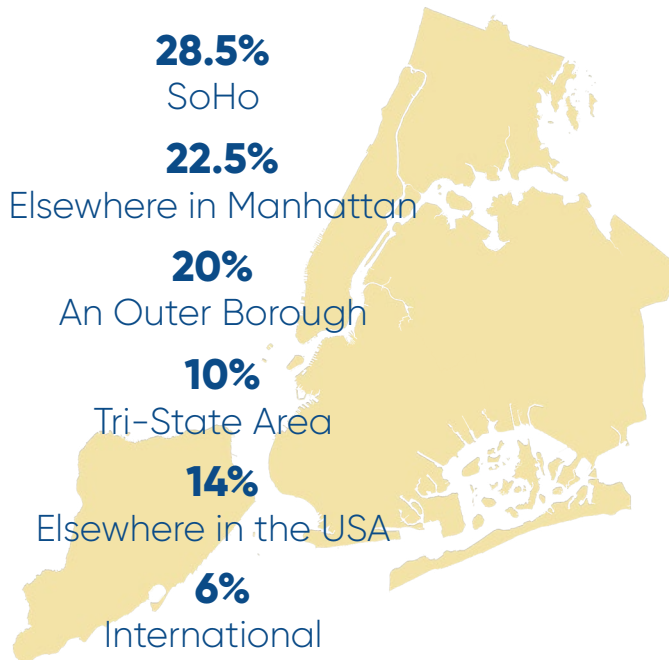
- **Demonstration plaza four Saturdays in October 2021**
- **Very high footfall 2 p.m.-5 p.m. (9,000 people walking in 3-hour period vs. 4,500 vehicles/day)**
- **Overall reduction in through traffic encourages people to walk in the street west of Mercer**
- **Tables, chairs, seating heavily used, especially during afternoon peak times**
- **North/South Broadway pedestrian delay reduced**
- **Exclusive pedestrian and left-turn signal could reduce vehicular delay along**



Visitor Survey

The five-question street intercept survey was administered on the first two Saturdays of the demonstration plaza on October 9th and October 16, 2021 (172 responses so far)

Where are you coming from today?



What brings you here today?



is Little Prince Plaza a welcome addition to the SoHo Broadway area?



How did you get here today?



27%



12%



58%

Would you like to see streetscape changes like Little Prince Plaza become more frequent/permanent?

83%
Strongly agree

Questions + Discussion

- **What key questions do you have about the Vision + Framework Plan?**
- **What should our team keep in mind when it comes to implementing this Plan?**
- **What about the Vision Plan do you find most exciting?**



SOHO
BROADWAY