

SOHO

BROADWAY
INITIATIVE

COMMUNITY SURVEY



2024 SUMMARY REPORT

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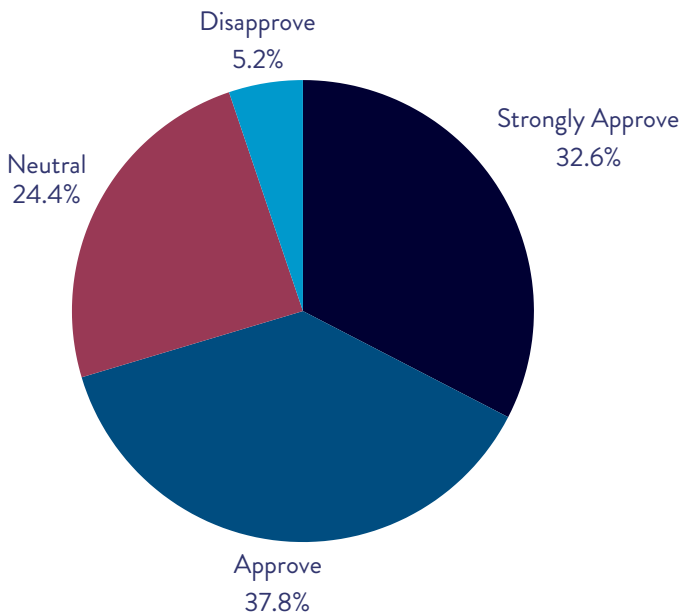
TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
SURVEY RESPONDENT BREAKDOWN	5
INITIAL PERCEPTIONS	7
SANITATION	10
STREET ACTIVITY AND SAFETY	12
INITIATIVES	15
COMMUNICATIONS	19
CONTACT US	20

EXECUTIVE SUMMARY

The SoHo Broadway Initiative's 2024 Community Survey allowed us to hear **171 community members'** thoughts on the current state of SoHo Broadway, including sanitation and quality of life, and on what initiatives they would like to see in SoHo in the future.

WHAT IS YOUR OPINION OF THE SOHO BROADWAY INITIATIVE'S WORK?



Refer to Appendix D for comments and response breakdown by respondent group.

WHAT WE LEARNED:

- **Overall:** Respondents approve of the Initiative's work overall, with 90.4% having a positive or neutral opinion (see figure on left). 27.3% of respondents had not heard of the Initiative prior to the survey.
- **Sanitation:** Respondents rate our sanitation services highly, with 93% of respondents considering SoHo Broadway to be as clean or cleaner than the rest of SoHo, and 91% of respondents considering SoHo Broadway to be as clean or cleaner than other busy NYC neighborhoods. There is room for improvement, however. Emptying corner trash bins more frequently was the most requested improvement, along with other suggestions not far behind.

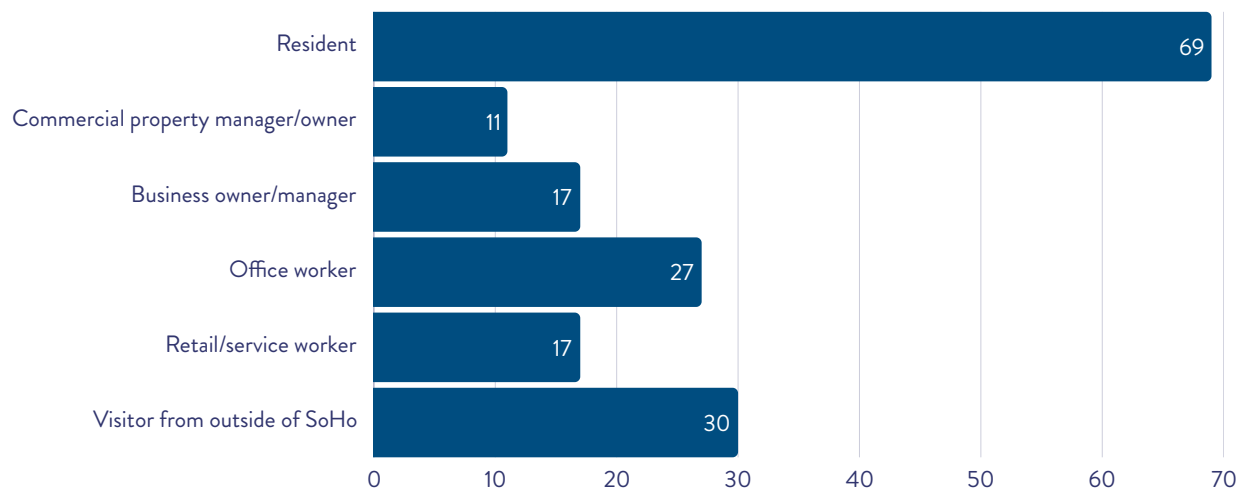
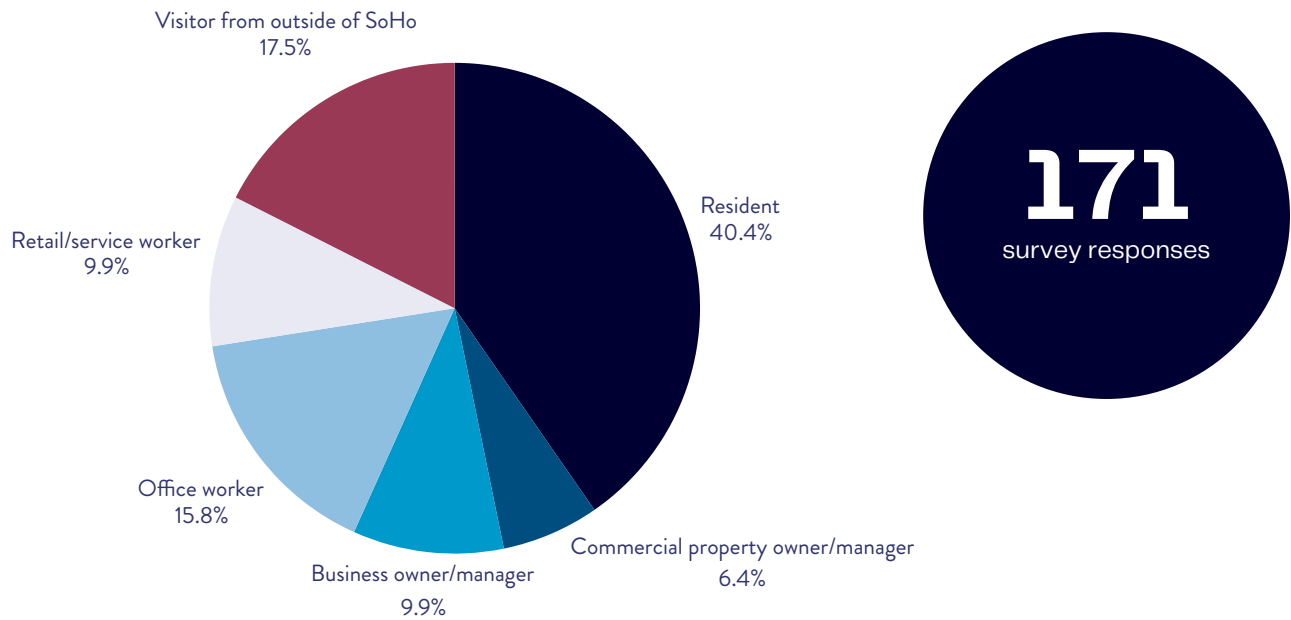
WHAT WE LEARNED:

- **Pedestrian congestion and safety is community members' largest concern**, ranking far above other SoHo Broadway challenges.
 - Expanding pedestrian space was also ranked as the second most popular potential initiative behind adding more greenery.
 - Respondents said that pedestrian safety/congestion should be our second highest overall priority behind sanitation.
- **Communications:**
 - Respondents expressed interest in the Initiative sharing more information in our communications, such as providing more updates about what's going on in the neighborhood and content about architecture and history.

The remainder of this report will summarize the responses to the survey questions in further detail. All responses can be found in the Appendix, along with breakdowns by respondent group (residents, commercial property owners/managers, etc.), as well as a district map and the survey methodology.

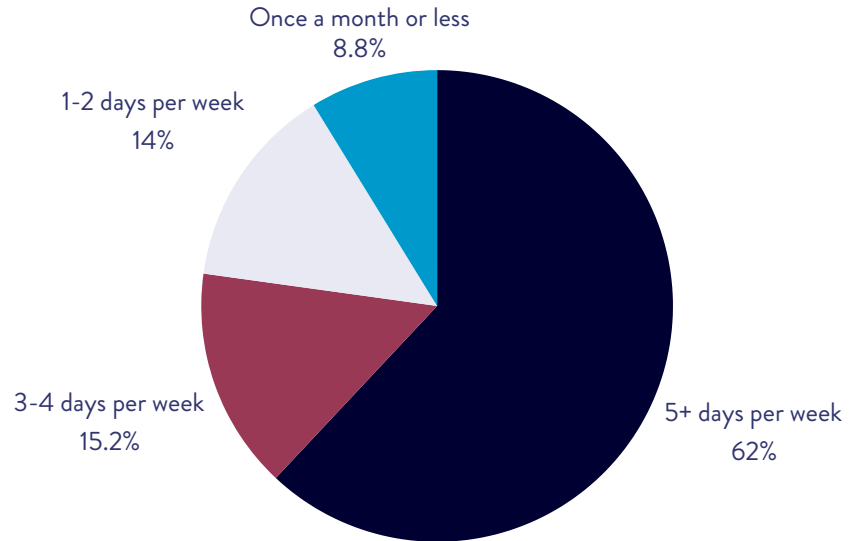
Survey Respondent Breakdown

SoHo Broadway's 2024 Community Survey received 171 responses from a diverse array of community members representing the perspectives of SoHo's residential and business communities as well as those who visit from outside the neighborhood.



How often do you come to SoHo Broadway?

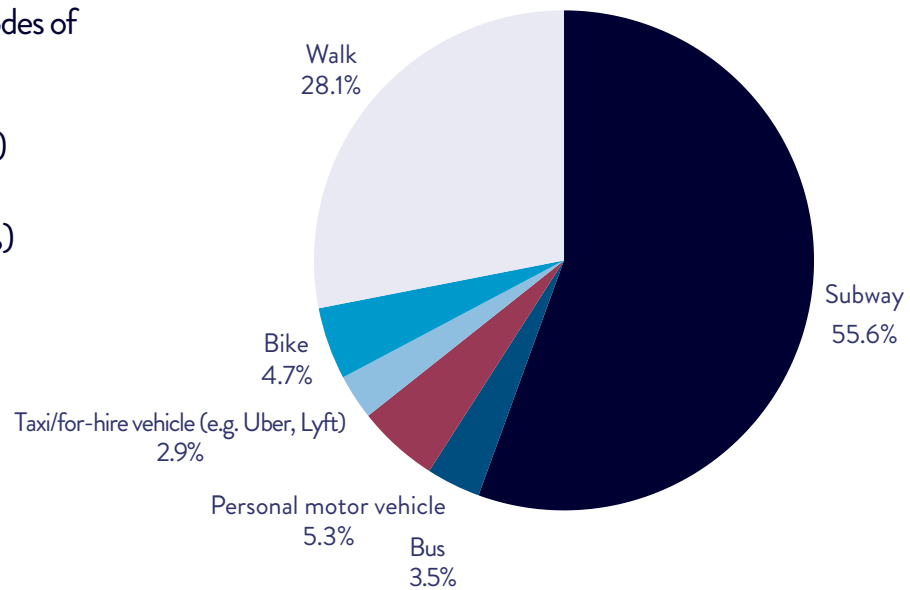
Survey respondents spend a lot of time in the district—62% of respondents are in SoHo Broadway 5+ days a week.



How do you most frequently travel to/from SoHo?

The most common modes of transportation are:

- 1** Subway (56%)
- 2** Walking (28%)



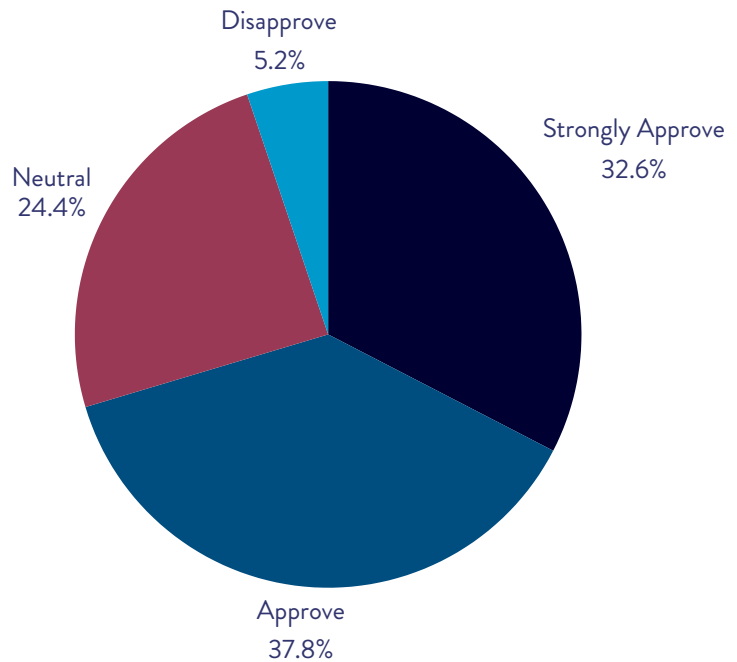
Refer to Appendix B and C for response breakdown by respondent group.

Initial Perceptions

What is your opinion of the SoHo Broadway Initiative's work?

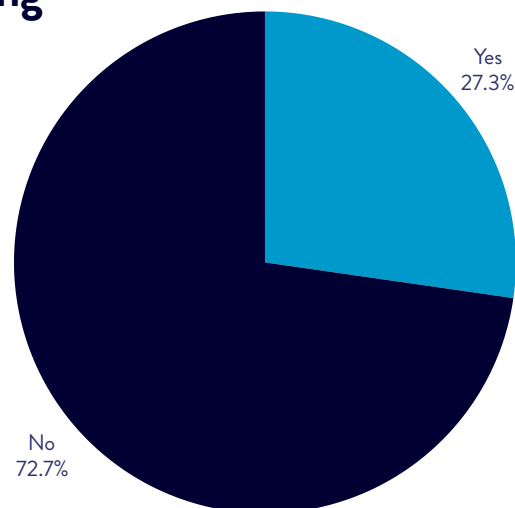
Respondents were supportive of the SoHo Broadway Initiative's work:

90% of respondents approve or feel neutral about the organization's work



Is this survey your first time hearing of the SoHo Broadway Initiative?

While the majority of respondents were familiar with the Initiative, over a quarter had not previously heard of the organization.



Refer to Appendix D and E for comments and response breakdown by respondent group.

When asked what features they most enjoy, respondents said:

“The sense of neighborliness that’s always changing.”

“Walking distance to Little Italy, Chinatown, Nolita, the East Village, and the West Village. And all subway lines stop down here.”

“The abundance of restaurants and shops! I love walking around and seeing all the trendy people, I’m always inspired in SoHo.”

“Gorgeous architecture, cobblestone streets.”

“I love the history behind SoHo that is maintained while it continues to grow and become something new.”

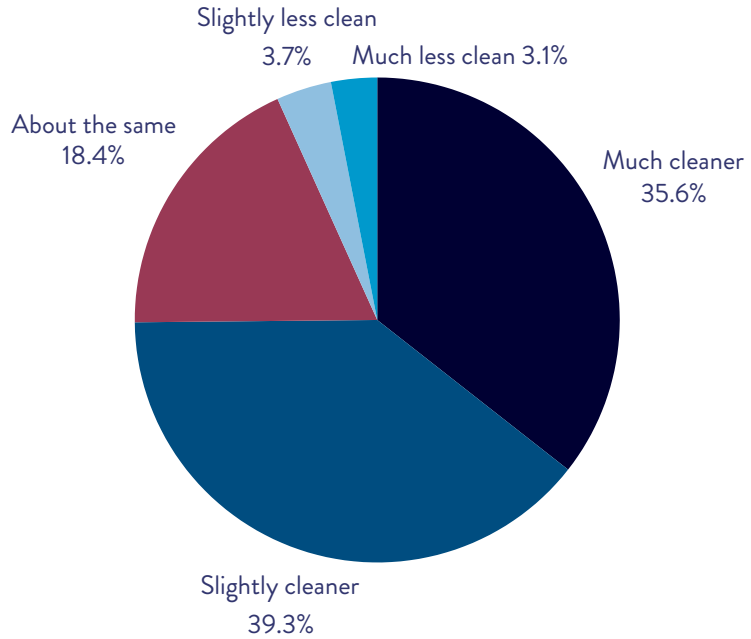
“Creative nexus of the business world and international playground.”

Refer to Appendix G for complete list of responses.

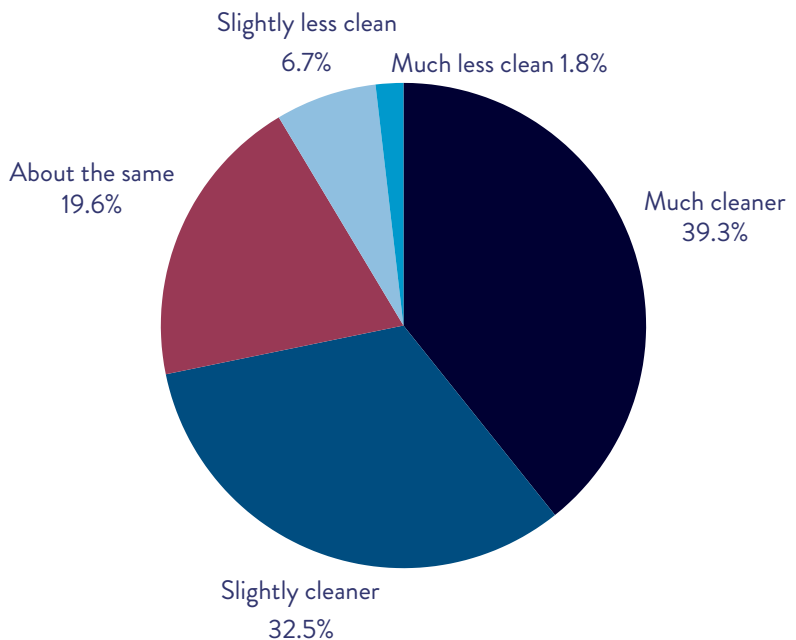
Sanitation

Nearly all respondents rate SoHo Broadway's cleanliness highly. **93%** of respondents believe SoHo Broadway to be as clean or cleaner than the rest of SoHo, and **91%** of respondents believe SoHo Broadway to be as clean or cleaner than other busy NYC neighborhoods.

How would you rate the cleanliness of the areas we serve compared to the rest of SoHo?



How would you rate the cleanliness of the areas we serve compared to other busy NYC neighborhoods?

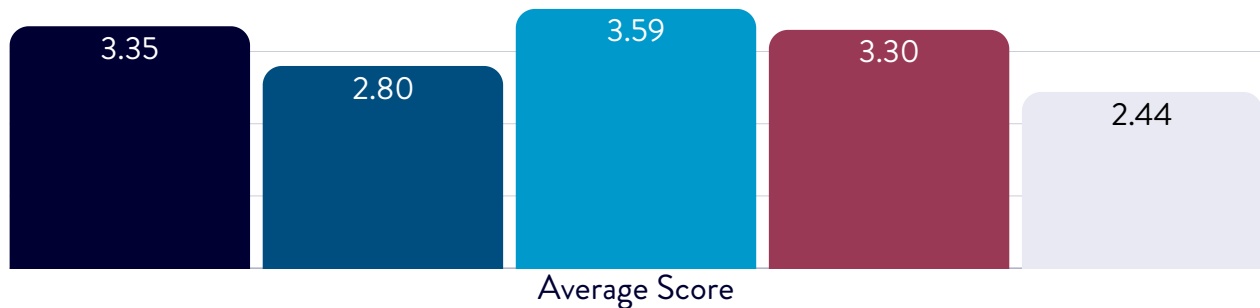


“The Clean Team does a great job on Broadway - not easy!”

What can the SoHo Broadway Initiative do to improve its sanitation program? (Rank in order of importance)

Respondents ranked potential sanitation improvements almost equivalently, with **emptying corner trash bins more frequently** marginally the most popular choice. Following not far behind is **continuing our services on Crosby and Mercer Street** and **expanding efforts to remove trash bags left on sidewalks next to corner baskets either with containers or more frequent pick-ups**.

- Continue expanded cleaning service on Crosby Street and Mercer Street
- Provide more recycling and composting opportunities
- Empty corner trash bins more frequently
- Expand efforts to remove trash bags left next to the corner baskets either with containers or more frequent pick-ups
- Provide expanded services on other nearby SoHo streets



“Broadway is obviously the busiest stretch, it still seems like the trash cans overflow despite gutters, etc. being clean; containers [like Bin Box prototype] are a good idea.”

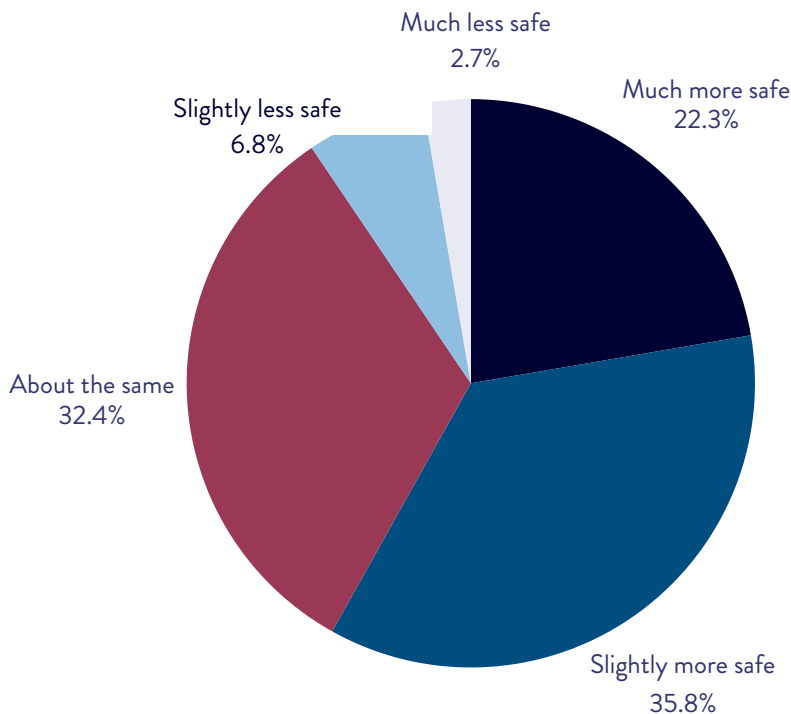
“Great to have trash bagged up, but it would be nice to have more places to store them for pick up.”

“Please expand to more of SoHo with more retailers and co-ops participating.”

Refer to Appendix H and I for complete list of comments and Appendix J for response breakdown by respondent group. Note: A previous version of this survey required respondents to rank all options (i.e. did not allow N/A as an option), but this impacts only 26 of these responses.

Street Activity and Safety

Compared to other busy NYC neighborhoods, SoHo Broadway feels:



90.5% of respondents perceive SoHo Broadway as as **safe or safer** than other busy NYC neighborhoods.

When asked why or when they do not feel safe, people said:

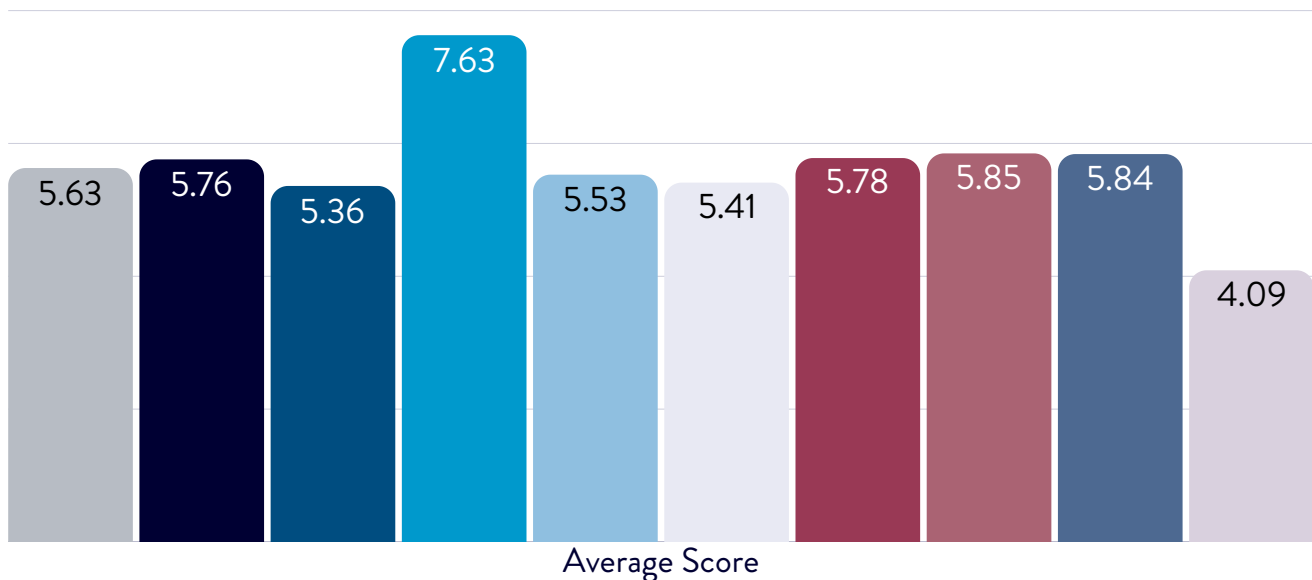
- At night, when the neighborhood is dark or emptier. Some respondents mentioned insufficient street lights.
- Because of traffic and congestion, both pedestrian and vehicular
- People experiencing homelessness, mental illness, and addiction
- Some respondents called for more police; another said they feel unsafe when there are more police
- A few respondents mentioned retail theft and illegal vendors

“There is a traffic/congestion issue in SoHo that is not pedestrian friendly, not safe for kids or the elderly. Traffic/cross guards are needed at rush hour. There is not much presence of cops on foot. Canal Street needs better lighting.”

“Quiet at night. Wish there were more bike lanes, pedestrian streets (no cars) and public gathering places so there is more foot traffic and thus safer.”

Please rank the challenges below from most to least concerning:

- Curb access (for commercial deliveries, residential loading, rideshare pick-up/drop-off, etc.)
- Illegal parking (double-parking, parking in bus lane, not adhering to posted signage, etc.)
- Lack of bicycle infrastructure (bike lanes, bike racks, Citibike locations, etc.)
- Pedestrian safety (sidewalk congestion, blocked crosswalks, etc.) ■ Unsafe driving
- Unsafe bicycling ■ Unsafe operation of other vehicles (scooters, mopeds, etc.)
- Traffic congestion ■ Street noise (shouting, amplified sound, honking, etc.)
- Street vending

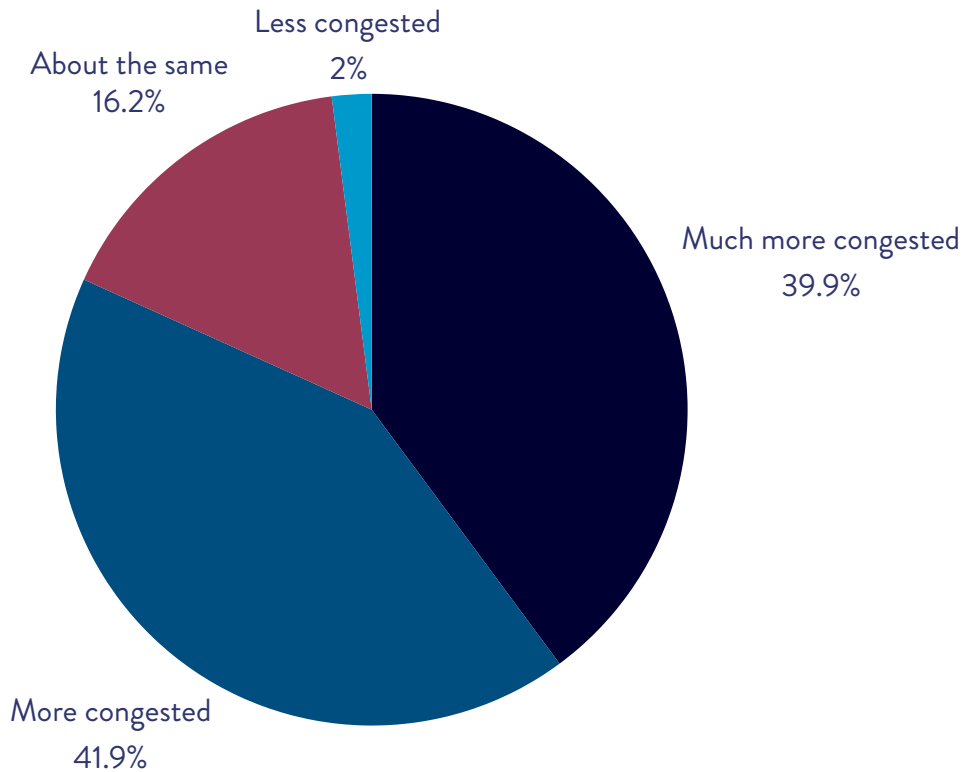


Pedestrian safety/congestion is by far the greatest concern of survey respondents, with other challenges ranked approximately equivalently to each other except for street vending, which ranked significantly lower than the rest.

Refer to Appendix M for response breakdown by respondent group.

Note: A previous version of this survey required respondents to rank all options (i.e. did not allow N/A as an option), but this impacts only 24 of these responses.

Compared to other busy NYC neighborhoods, the sidewalks in SoHo are:



81.8% of respondents perceive SoHo sidewalks as **more or much more congested** than sidewalks in other neighborhoods.

“Easy fix: reduce space for cars!”

“Bike delivery guys speed on sidewalks very dangerously - speeding up the wrong way with impunity.”

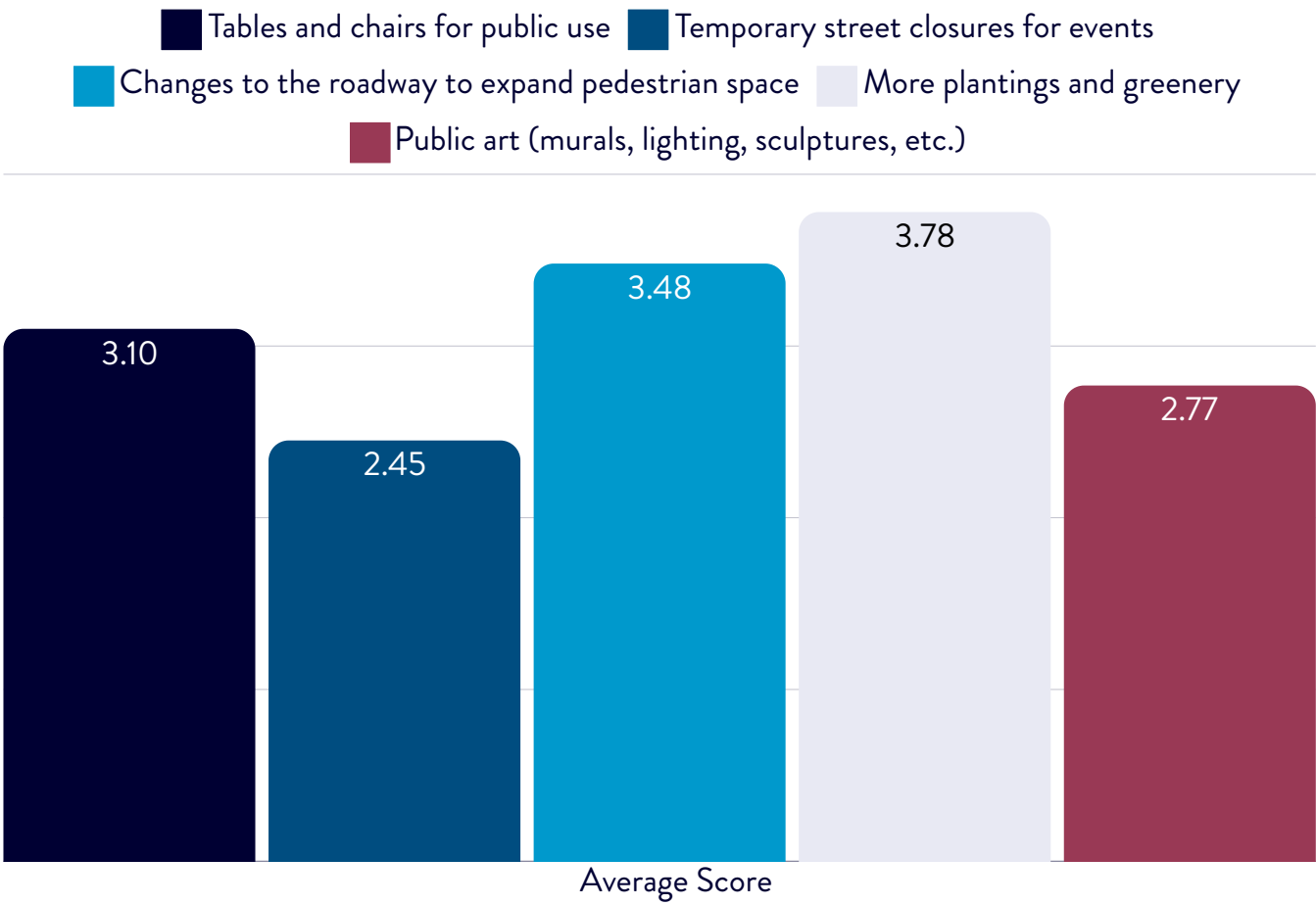
“Too much illegal vending. Lines outside of stores. Events that take over sidewalk with and without SAPO permits.”

“slooooooow tourists”

Initiatives

Which of these efforts would you like to see more of in SoHo Broadway?

More **plantings and greenery** are the improvements most in-demand, followed closely by changes to the roadway to **expand pedestrian space** (in line with the aforementioned concerns about congestion) and then **tables and chairs for public use**.



Note: A previous version of this survey required respondents to rank all options (i.e. did not allow N/A as an option), but this impacts only 24 of these responses.

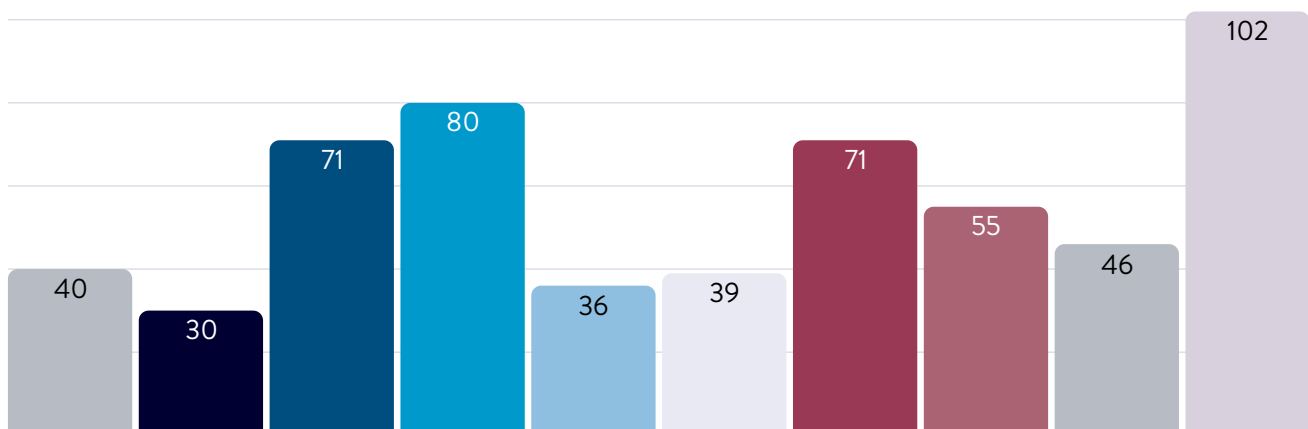
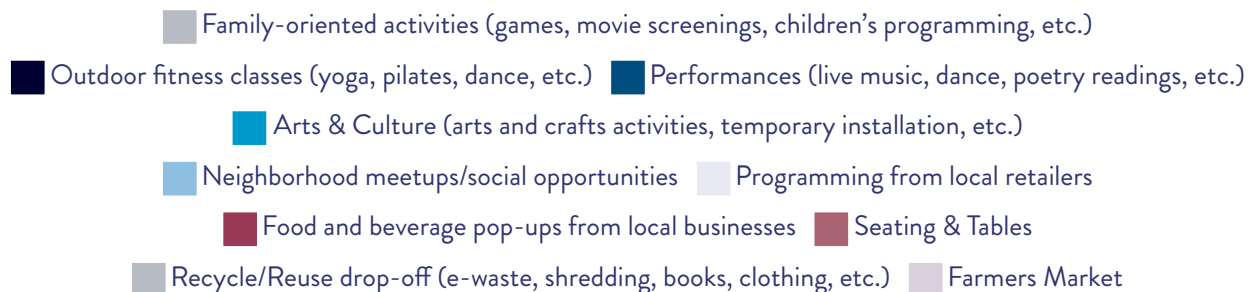
Refer to Appendix O for response breakdown by respondent group.

If the SoHo Broadway Initiative was to restrict vehicle traffic on a street to host a community event, what kind of event would you like to see?

Though temporary street closures for events were ranked lowest in priority, when asked, “If the SoHo Broadway Initiative was to restrict vehicle traffic on a street to host a community event, what kind of event would you like to see?” 102 respondents expressed interest in a **farmer’s market**. **Arts** (80) and **performances** (71) were the next most popular type of event, as well as **food and beverage pop-ups from local businesses**.

“A farmers market closer than the one at Union Square... could be a surprise and delight for tourists who would like to invest in local small businesses and pick up things they can only get in NY/Tri-state area.”

“A FARMERS MARKET PLEASE ON CROSBY EVERY SATURDAY???”



What streetscape or beautification projects have you seen in other neighborhoods or cities that you'd like to see in SoHo Broadway?

“Work with LPC and NYC to replace/improve areas where Belgian blocks have been paved over or filled with tar, it's very unsightly in many spots. Meatpacking and Dumbo have beautiful cobblestone streets.”

“The closed off sections around Flatiron are really nice! With pedestrian areas and tables and chairs and space for dining.”

“Plaques on buildings commemorating both historic events or persons who lived in these buildings. Uptown see where Poe and Roosevelt lived for ex. Encourage tours to visit SOHO”

“I love what [the Nomad Flatiron BID has] done, including making Broadway a pedestrian/cycleway, fitness/art tours/networking events, composting/recycling/green activities, etc. I particularly love the Broadway pedestrian/bikeway and would love to see that expanded to SoHo.”

“A central square, piazza, zocalo where people can sit, have a cold drink or ice cream and mingle, but not noisy or rowdy like Prince St. or Broadway”

“Would be great to take all of Broadway like it is between 31st-25th Streets. NO CARS”

“Trees, plants, chairs and tables, street lighting, we have one street light on my block, compare to Madison Park, Meatpacking, Astor Place etc.”

“The landscaping on Michigan Avenue is the gold-standard. Paris and London are pedestrianizing. Fifth Avenue and Park in NY have great plans. SoHo is so gorgeous, but the crowded sidewalks, lined with parked cars, are a mess.”

“Broadway above 23rd has been transformed. The pedestrian traffic is still significant, but the streets are filled with people noise and not traffic noise. You can get from one store to another without fearing for your life to cross the street. outdoor tables for dining has totally changed the feel of the neighborhood for the better.”

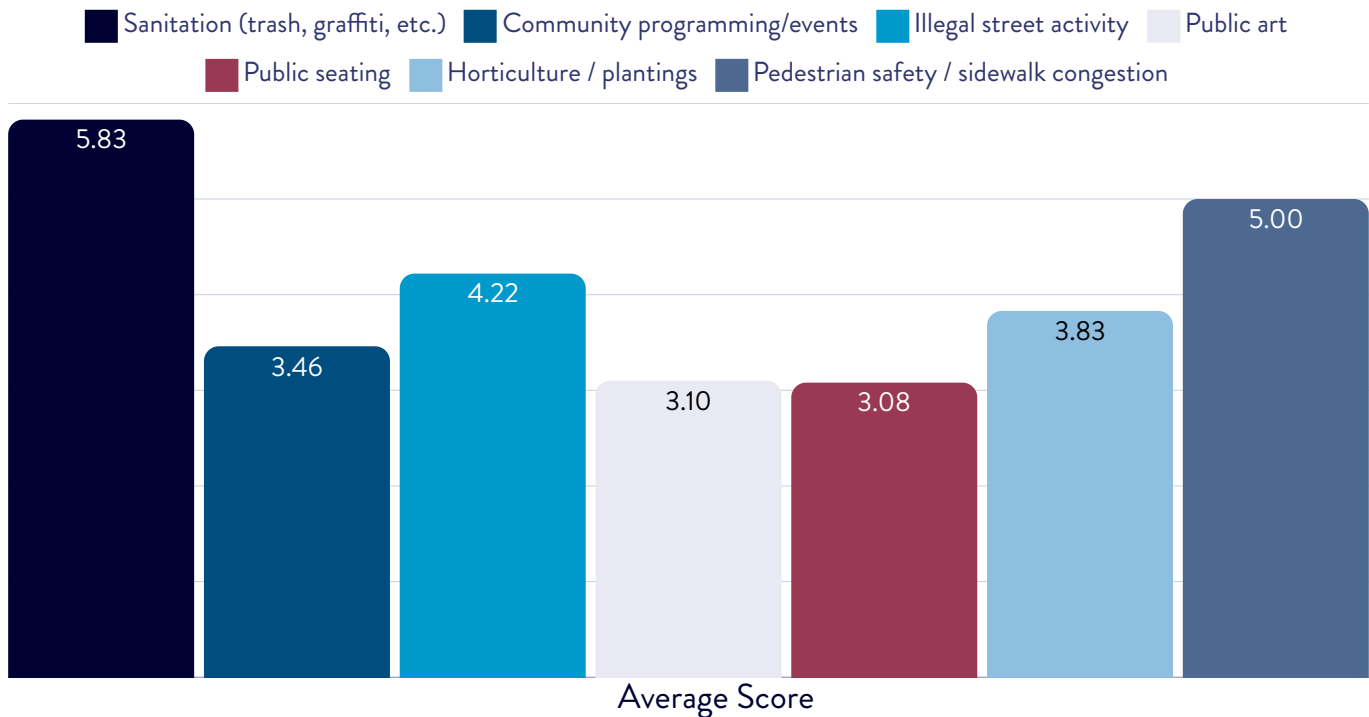
“Encouraging pop-up markets and seasonal outdoor events, inspired by the Union Square Greenmarket in New York City.”

Respondents provided helpful examples of many other neighborhoods and their pedestrianization, landscaping, and programming efforts.

Refer to Appendix Q for full comments

Please rank the challenges/opportunities you think we should prioritize:

Respondents expressed that our top four priorities should be **sanitation, pedestrian safety/sidewalk congestion, illegal street activity, and horticulture.**



“I’d like to see this gorgeous, unique area have the stunning, pedestrian-oriented streetscape that it deserves, rather than the congested, Robert Moses-esque, parking lot atmosphere that it currently has.”

“I think core services are done very well, but we need to take the next step and improve the infrastructure, traffic, safety, lights, trees and plants and turn the Broadway corridor into an oasis for everyone”

“All of the things listed are important and need to be addressed. We need to make sure we have the funds to address all issues.”

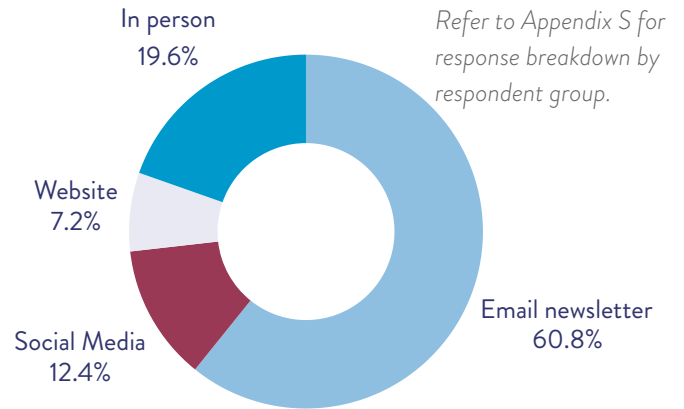
Refer to Appendix R for response breakdown by respondent group.

Note: A previous version of this survey required respondents to rank all options (i.e. did not allow N/A as an option), but this impacts only 21 of these responses.

Communications

Most respondents (60.8%) receive information about us from our newsletter, and value our communications regarding local event listings the most.

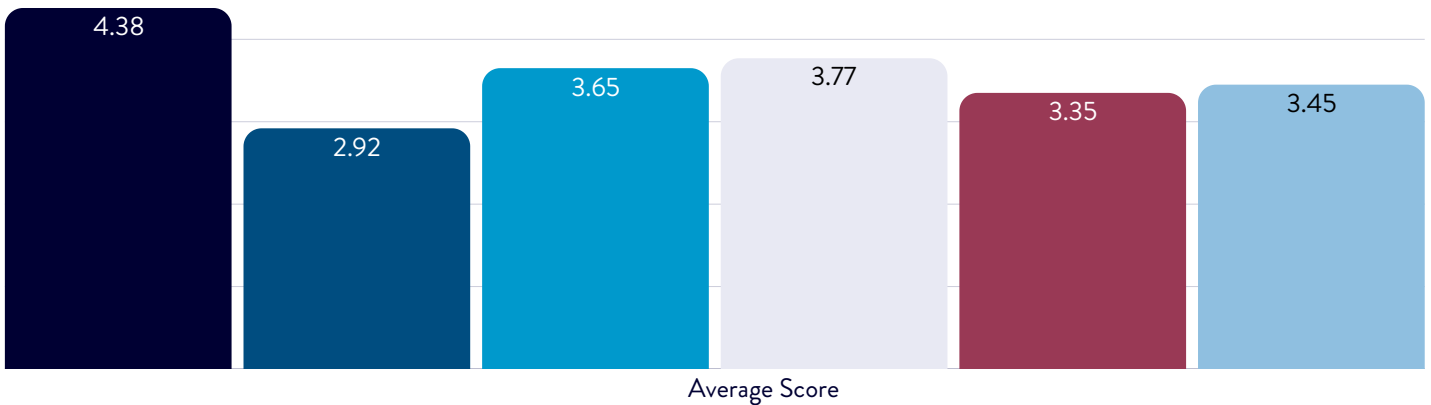
How do you typically receive information from the SoHo Broadway Initiative?



Please rank which information you value most from SoHo Broadway Initiative:



Refer to Appendix T for response breakdown by respondent group.



Note: A previous version of this survey required respondents to rank all options (i.e. did not allow N/A as an option), but this affects only 21 of these responses

What other kinds of content would you be interested in seeing from us (e.g. lifestyle, architecture, other)?

Based on the responses to this question, content about architecture and history is in high demand. People also want a better resource for what's going on in the neighborhood, both in terms of pending City policies, development, and local food and event offerings. Some also express interest in volunteer opportunities and community/small business events.

“There does not seem to be a central location to go to for all information SoHo.”

Refer to Appendix U for full comments.

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