PROJECT GOAL

DEVELOP A COMMUNITY-DRIVEN VISION FOR THE FUTURE OF USQ-14, WHICH THEN INFORMS PRIORITY PROJECTS + CAPITAL INVESTMENTS USP UNDERTAKES
PROJECT SCHEDULE

**PHASE 1: ANALYSIS / PROGRAMMING**
- Site Investigation & Mapping
  - USP Executive Committee Meeting, 10/16
  - USP + Marvel Coffee Chat, 11/07
  - USP Fall Board Meeting, 11/13
  - Fall Pop-Ups in USQ

**PHASE 2: OUTREACH / CONCEPT / APPLICATION FOR FUNDING**
- Concept Design Development
  - Community Engagement Session #1, 11/29
  - Community Engagement Session #2, TBD
  - Concept Design with Community Input

**PHASE 3: SCHEMATIC DESIGN & FINAL VISION DOCUMENT**
- Schematic Design Development
  - Schematic Design with Community Input
  - Spring Pop-Ups in USQ
  - Final Vision Document Preparation

**PROJECT STATUS**
- USP Annual Meeting 5/06
- USP Spring Board Meeting, 4/09
GATHERING INPUT

EXECUTIVE COMMITTEE MEETING

DISTRICT-WIDE POP-UPS

STAKEHOLDER COFFEE CHATS
RESULT OF COMMUNITY SURVEY

Which neighborhood investments are important to you? 1 OF 25 QUESTIONS

![Bar chart showing various neighborhood investments with their respective percentages]

- Bistro chairs, tables, & umbrellas
- Seasonal plantings & additional planters
- Trash Recyclers
- Recycling bins
- Security bollards for public spaces
- Upgraded + expanded free WiFi
- Trash Receptacles
- Recycling bins
- Security bollards for public spaces
- Upgraded landscapeing in Union Square Park/median plantings along USE + Park Ave South
- The dog run
- New or additional water fountains
- Decorative holiday lighting
- Playground upgrades
- CitiBike Stations
- LinkNYC totems throughout district
- Other

329 Total Responses
TONIGHT’S GOALS

CAPTURE THE VOICE OF UNION SQUARE RESIDENTS, STUDENTS, BUSINESSES, & VISITORS BY PROVIDING A COMMUNITY FORUM FOR DISCUSSION
THEMES

SECURITY

MOBILITY

LIVABILITY

VITALITY

SUSTAINABILITY
SECURITY & MOBILITY

ENHANCE SAFETY AND ACCESSIBILITY FOR ALL USERS THROUGHOUT THE DISTRICT
LIVABILITY

PROVIDE BEST IN CLASS PUBLIC AMENITIES FOR CURRENT AND FUTURE UNION SQUARE CONSTITUENTS
VITALITY

DEVELOP COHESIVE, VIBRANT, AND MULTI-FUNCTIONAL PEDESTRIAN AND GREEN SPACES
SUSTAINABILITY

CREATE MORE SUSTAINABLE AND RESILIENT STREETSCAPES
MATRIX OF THEMES

ASSETS
- SECURITY
- INSTITUTIONAL COORDINATION

CHALLENGES
- MOBILITY
  - AMPLE SPACE AROUND PARK
  - BOLLARDS & BARRICADES
  - L - TRAIN SHUTDOWN
- LIVABILITY
  - FREE SPEECH
  - BONDING & BRIDGING
  - AREAS OF CONFLICT AND DISCOMFORT
- VITALITY
  - EMPLOYEES WANT TO BE HERE
  - STREET VENDORS
- SUSTAINABILITY
  - COMPOSTING
  - GREEN MARKET
  - MIXED-USE
  - RETAIL TRANSITION
  - PARK SOIL CONDITIONS
  - STORMWATER RETENTION
  - MORE PLANTING
  - MICRO CLIMATE

OPPORTUNITIES
- SECURITY
  - BETTER SECURITY MEASURES
  - INSTITUTIONAL COORDINATION
- MOBILITY
  - SHARE STREETS
- LIVABILITY
  - ACTIVATE 14TH STREET CORRIDOR
- VITALITY
  - EXPAND SIDEWALKS
- SUSTAINABILITY
  - GREEN MARKET
  - MIXED-USE
  - RETAIL TRANSITION
  - PARK SOIL CONDITIONS
  - STORMWATER RETENTION
  - MORE PLANTING
  - MICRO CLIMATE

PUBLIC BEHAVIOR
- CROWDING

AREAS OF CONFLICT AND DISCOMFORT
- TRASH
- STREET VENDORS
- LACK OF OPEN SPACE
- PARK EDGE WALL

INSTITUTIONAL COORDINATION
- MICRO CLIMATE
- MORE PLANTING

HOLIDAY MARKET
- GREENER MARKET
- MIXED-USE

ACTIVATE 14TH STREET CORRIDOR
- SHARE STREETS
MATRIX OF THEMES

ASSETS

- SECURITY
  - INSTITUTIONAL COORDINATION

- MOBILITY
  - AMPLE SPACE AROUND PARK
  - SUBWAYS

- LIVABILITY
  - FREE SPEECH
  - BONDING & BRIDGING
  - AREAS OF CONFLICT AND DISCOMFORT

CHALLENGES

- SECURITY
  - EMPLOYEES WANT TO BE HERE
  - HOLIDAY MARKET

- MOBILITY
  - SHARE STREETS
  - ACTIVATE 14TH STREET CORRIDOR

- LIVABILITY
  - TRASH
  - EXPAND SIDEWALKS

- VITALITY
  - GREEN MARKET
  - MIXED-USE
  - STREET VENDORS

- SUSTAINABILITY
  - COMPOSTING
  - PARK SOIL CONDITIONS

OPPORTUNITIES

- SECURITY
  - BETTER SECURITY MEASURES
  - MORE PLANTING

- MOBILITY
  - INSTITUTIONAL COORDINATION

- LIVABILITY
  - PUBLIC BEHAVIOR
  - L-TRAIN SHUTDOWN

- VITALITY
  - INSTITUTIONAL COORDINATION
  - RETAIL TRANSITION

- SUSTAINABILITY
  - MICRO CLIMATE
  - STORMWATER RETENTION

- SECURITY
  - BOLLARDS & BARRICADES

- MOBILITY
  - SHARE STREETS

- VITALITY
  - VITALITY

- SUSTAINABILITY
  - SUSTAINABILITY
GROUND FLOOR ANALYSIS
FOCUS AREAS

14TH STREET EAST (BETWEEN 1ST & 4TH)

UNION SQUARE NORTH PLAZA

UNION SQUARE PARK

14TH STREET WEST (BETWEEN 6TH & USW)

UNION SQUARE SOUTH & SOUTH PLAZA

UNIVERSITY PLACE

17TH STREET & BROADWAY PLAZA

UNION SQUARE EAST & TRIANGLE PARK

UNION SQUARE SOUTH & SOUTH PLAZA