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
- Concept Design With Community Input
- Community Engagement Session #1, 11/29
- Community Engagement Session #2, 1/28

**PHASE 3: SCHEMATIC DESIGN & FINAL VISION DOCUMENT**
- Schematic Design Development
- Schematic Design With Community Input
- Spring Pop-Ups In USQ
- Spring Board Meeting, 4/09
- Final Vision Document Preparation
- USP Annual Meeting 5/06
BREAK OUT ACTIVITIES

ACTIVITY 1 | IMAGINE A NEW STREETSCAPE

ACTIVITY 2 | DESIGN YOUR FOCUS AREA

VOTE ON OUR MOOD BOARDS

SHARE YOUR FEEDBACK
HOW WE GOT HERE

EXECUTIVE COMMITTEE MEETING

DISTRICT-WIDE POP-UPS

STAKEHOLDER COFFEE CHATS
HOW WE GOT HERE

INITIAL FOCUS AREAS

COMMUNITY MEETING #1

COMMUNITY MEETING #2
PROJECT GOAL

SEEKING BALANCE FOR THE UNION SQUARE - 14TH STREET NEIGHBORHOOD:

- Improving the **core** of the district while improving its **connections** east, west, north, and south
- Creating more green spaces and places for **respite** and community **interaction** along the streets
- Balancing space, **mobility** and **livability** in high traffic areas while reinforcing economic **vitality**
- Smoothing utilization of the district’s public spaces over different **days, weeks, and seasons**
- Balancing **vitality** across **overcrowded** and **underused** public spaces in the district and the park
WHEN IS 14TH ST & BROADWAY BUSIEST?

A) WEEKDAY MORNING RUSH

B) WEEKDAY EVENING RUSH

C) WEEKEND MID-DAY
WHEN IS 14TH ST & BROADWAY BUSIEST?

A) WEEKDAY MORNING RUSH

B) WEEKDAY EVENING RUSH

C) WEEKEND MID-DAY !!!

Notes:
Total numbers per intersection are rounded
Total vehicular numbers (in blue box) include North and South traffic volumes

Weekday PM Peak Hour
(6:00PM - 7:00PM)

Weekday AM Peak Hour
(7:45AM - 8:45AM)

Sources:
Vehicle volume data collected on March 2017
Pedestrian volume data collected on June 2015, November 2017, and May 2018
“CONNECT WITH THE REGIONS GREAT PARKS; MADISON SQ, WASHINGTON SQ, IRVING AND STUYVESANT SQ.” - CF TABLE 1
ACTIVITY 1 | ACTIVATING STREETS

“CAN ALWAYS HAVE MORE TREES.” - POP UP 10

“CREATE A DISTRICT LIGHT AND POP UP FOOD OPTIONS.” - CF TABLE 2

“14TH STREET COULD OFFER MORE PLACES TO SIT.” - CF TABLE 1
14TH STREET TYPICAL CONDITION

ACTIVE STOREFRONT

SPACE TO LINGER

CIRCULATION ROUTE
14TH STREET DESIRED CONDITION

ACTIVE STOREFRONT

SPACE TO LINGER

CIRCULATION ROUTE
HOW WOULD YOU IMPROVE THE STREETS?

- PARKLET
- STREETSEATS | NYC
- DESIGNATED TRASH PICK UP
- EXPANDED TREE PITS / SEATING
WHERE WOULD IT HAVE THE MOST IMPACT?
WHERE WOULD IT HAVE THE MOST IMPACT?
ACTIVITY 2 | FOCUS AREAS

- UNION SQUARE NORTH PLAZA
- UNION SQUARE WEST / BROADWAY GATEWAY
- UNION SQUARE PARK CORE
- UNIVERSITY PLACE GATEWAY / SOUTH PLAZA
- UNION SQUARE TRIANGLE PARK
UNION SQUARE NORTH PLAZA
UNION SQUARE NORTH PLAZA
“PAVILION YEAR ROUND RESTAURANT + BAR, MORE FOOD OPTIONS IN THE PARK.”  
- POP UP 4

“PAVILION SHOULD LOOK OVER THE PARK OR AN ACTIVE PLAZA AND NOT AN EMPTY LOT.”  
CF TABLE 5

“NEED FOR SPACE FOR MORE PUBLIC PROGRAMMING ACROSS SEASONS, NOT JUST SUMMER AND A PAVILION FOR PUBLIC USE.”  
- CF TABLE 3
UNION SQUARE WEST / BROADWAY GATEWAY

“MAKING CLOSURES PERMANENT WOULD BE A BIG GAIN WITH VERY LITTLE TRAFFIC IMPACT.” - CF TABLE 3

WEST SIDEWALK IS UNDERUSED. SHIFTING MORE PEDESTRIAN TRAFFIC TO THE WEST SIDEWALK WOULD BE GOOD FOR RETAIL. CREATE OPPORTUNITY FOR CAFE SEATING IN EXISTING ROADWAY ON BLOCKS THAT ARE CLOSED TO TRAFFIC. - MA

REDUCE VEHICULAR AREAS WOULD REDUCE SECURITY BARRIER EXPOSURE - MA
“UNION SQUARE PARK SHOULD BE A CENTER FOR THOUGHT.” - POP UP 1

“MORE TABLES AND CHAIRS SO WE CAN HAVE INFORMAL MEETINGS IN THE PARK.”
- LOCAL EMPLOYEE

“BARRICADES ON LAWN ARE TERRIBLE. NOT WELCOMING.” POP UP 2
"TRIANGLE NEEDS A DESTINATION (PUBLIC PIANO OR SOMETHING TO DRAW PEOPLE IN)." - CF TABLE 1

"REORIENT THE EXTERIOR AND ADD A SEASONAL CAFE." - GH

"BARRICADES ON LAWN ARE TERRIBLE. NOT WELCOMING." POP UP 2
“UNIVERSITY PLACE SHOULD ACT LIKE AN URBAN COLLEGE CAMPUS WITH MINIMAL VEHICULAR TRAFFIC.” - POP UP 4

“The congestion on 14th Street created by peddlers, the flow in and out of stores, and subway entrance…we need more sidewalk space!” - POP UP 8

“Create identity-driven seating / paving / safety measures.” - CF TABLE 2
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