

**SUNBELT
AREAS**

**Streetscape
Improvement
Plan: Phase II**

FALL 2021

**WXY
MNLA
Sam Schwartz**



Acknowledgments

This report was commissioned by the Hudson Square Business Improvement District and was produced by WXY architecture + urban design with support from Matthews Nielsen Landscape Architects (MNLA) and Sam Schwartz Engineering. Many people contributed to this study along the way and many stakeholders in Hudson Square generously contributed their time and energy to reviewing and offering insights on the plan. We thank them for their contributions.

Fall 2021

Hudson Square Business Improvement District

Ellen Baer, President & CEO
Jacob McNally, Director of Planning + Capital Projects
Suzy Changar, Vice President, Marketing + Communications
Emily Goldstein, Planning Associate

WXY architecture + design

Claire Weisz, Principal
David Vega-Barachowitz, Lead
Paul van der Grient
Ien Boodan
Stella Kim
Manasi Punde
Miriam Alexandroff
Sijia Zhou
Mario Giampieri

Mathews Nielsen Landscape Architects (MNLA)

Signe Nielsen
Melissa How
Daniel Sepsy

Sam Schwartz Engineering

Lian Farhi
Julie Polak
Aviva Laurenti

1

INTRODUCTION

4

- 1.1 Introduction
- 1.2 Project Goals
- 1.3 Hudson Square History
- 1.4 Hudson Square Phase I
- 1.5 Phase II Context
- 1.6 COVID-19 Recovery Plan

2

EXISTING CONDITIONS

20

- 2.1 Hudson Square Today
- 2.2 Traffic
- 2.3 Sidewalks
- 2.4 Ground Floors
- 2.5 Land Use Change
- 2.6 Transit & Biking
- 2.7 Stakeholder Engagement

3

PHASE II VISION

36

- 3.1 The Vision
- 3.2 Focus Corridors
- 3.3 Greenwich-Canal: Southern Gateway
- 3.4 West Houston St: Crosstown Connection
- 3.5 Washington-Spring: Walk to the Water

APPENDIX

108

1 Introduction



Objective

The Streetscape Improvement Plan aims to create an inviting, active, and connected public realm for Hudson Square, while promoting economic recovery and public life.

1.1 Introduction

The Hudson Square Business Improvement District (HSBID) kicked off Phase II of its Streetscape Improvement Plan in February 2020.

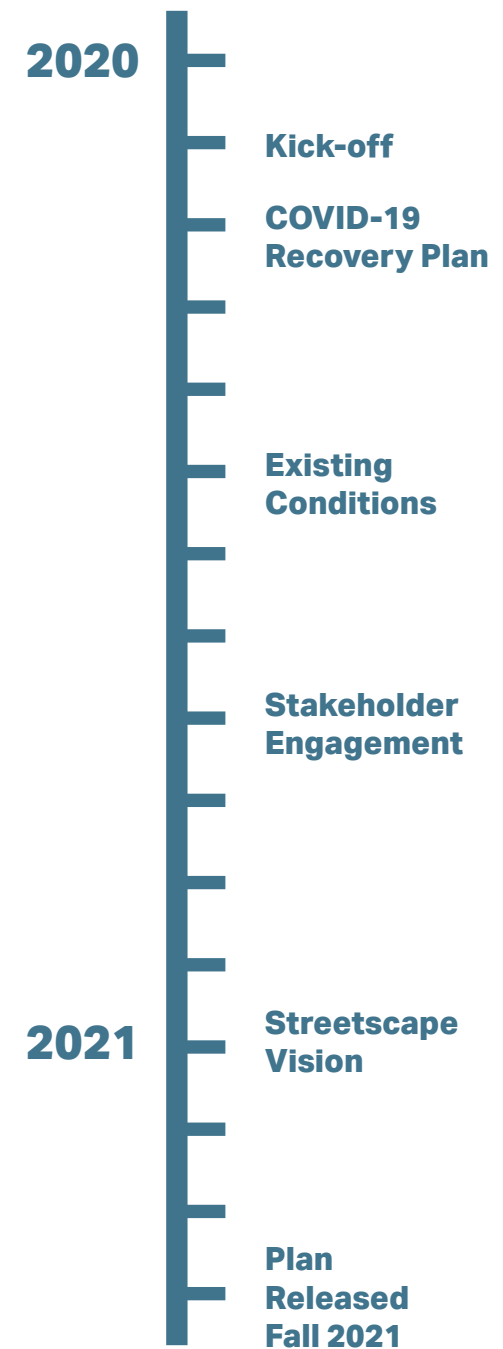
Building on the success of its first plan, the BID hired WXY, Matthews Nielsen Landscape Architects (MNLA), and Sam Schwartz Engineering (SSE) to create a visionary and implementable plan for the BID's expansion or Phase II area, added to the official boundaries in 2019. The Phase II area encompassed the former manufacturing areas of Hudson Square from Greenwich Street to Hudson River Park and the area north of West Houston Street to Clarkson Street.

In contrast to the Phase I plan, which emerged directly out of a series of rezonings in 2002, 2013, and 2016 by the City, the Phase II plan responded to a period of rapid growth, construction, and change in the neighborhood. Google, in partnership with Oxford Properties, successfully

rezoned 550 Washington Street (the former St. John's Terminal) to retrofit the building as part of a string of new developments along Manhattan's West Side. In 2018, Disney announced that they would move their New York offices to Hudson Square, reconstructing the entire block between Hudson, Varick, Spring, and Vandam Streets. These major new tenants reflect the emergence of Hudson Square as an established home to creative media companies, non-profits, tech firms, and start-ups, attracting headquarters along with smaller enterprises.

By the start of the Phase II plan in 2020, Hudson Square's \$27 million Phase I public-private partnership was well underway, with over 250 Hudson Square Standard trees planted, the completion of Spring Street Park, and the ongoing redevelopment of Hudson Street. In addition to these capital projects, the BID had developed and implemented an ambitious series of activations and programs, including a neighborhood-wide public art program that engaged artists

TIMELINE





Freeman Plaza



to reimagine blank building facades and the installation of greening, seating, and seasonal programming in Freeman Plaza, a cluster of paved plazas adjacent to the Holland Tunnel.

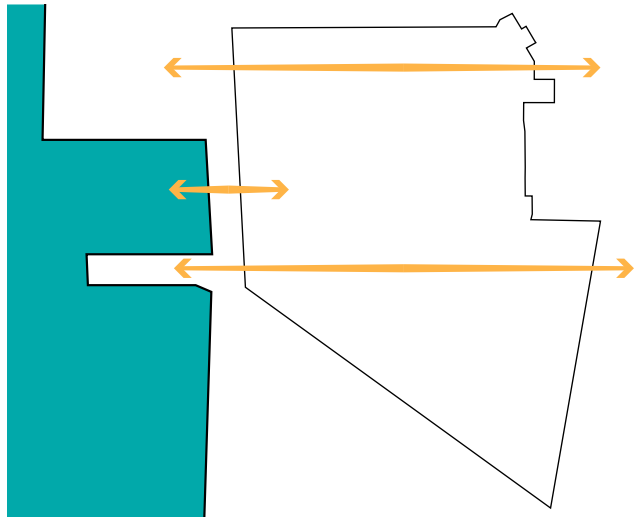
Given the success of these Phase I programs and projects, the Phase II plan focused on creating stronger connections between the BID and its adjacent neighborhoods, bringing vitality and public space amenities into the expanded BID area, and enhancing the ground floor environment for businesses, residents, and visitors. The plan adopted four underlying principles: Connect, Balance, Activate, and Innovate, which guided the plan's design process and recommendations.

Shortly after the plan kick-off, the onset of the global COVID-19 pandemic swiftly altered the plan's course and

trajectory. Overnight, Hudson Square lunchtime crowds disappeared, creating new hardships for neighborhood businesses and building owners. In the face of these challenges, the team pivoted, developing an interim economic recovery plan focused on enhancing connections to surrounding neighborhoods while directing support to local businesses and property owners. This exercise was a key turning point for the plan, underscoring how important public realm connectivity is to the neighborhood's long-term resiliency.

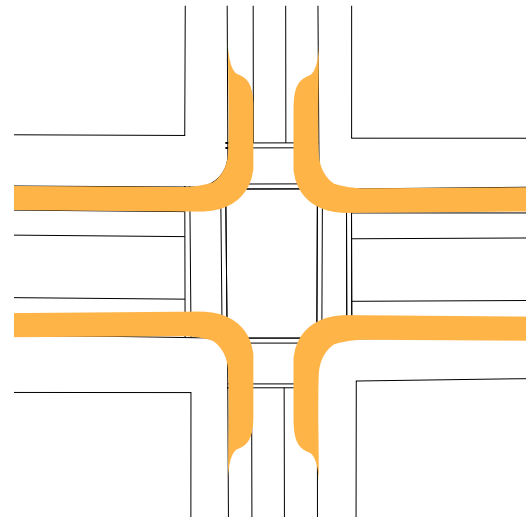
1.2 Project Goals

Connect



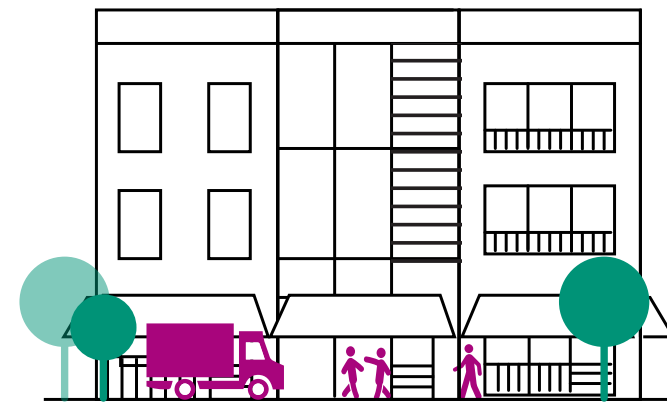
Connect to the waterfront and surrounding neighborhoods

Balance



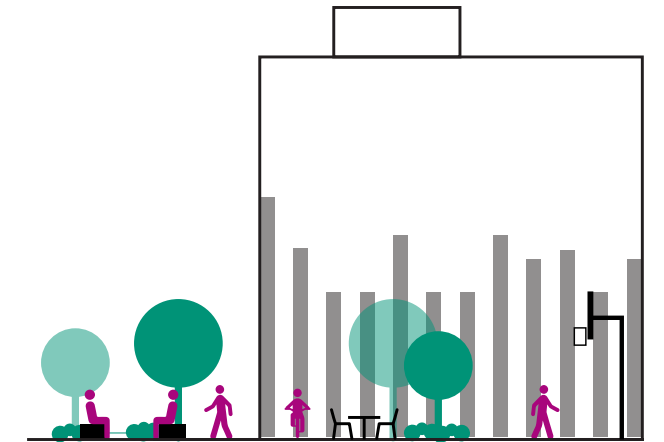
Expand placemaking efforts, pilots, and pop-up in the public realm, while balancing all user needs

Activate



Promote the recovery and enhancement of ground floor environment, including retail, creating a 24/7, greener neighborhood

Innovate



Foster innovative uses of public space, and define measurable outcomes for public space activity

1.3 Hudson Square History

Hudson Square, like many other neighborhoods just beyond Lower Manhattan's financial district, transitioned from farmland to suburb to neighborhood over the course of the 19th and 20th century. Prior to the extension of Sixth Avenue, the neighborhood blended seamlessly into Soho to the east and Greenwich Village to the north. The neighborhood's name is actually derived from a square once located to the south in Tribeca. After the construction of the West Side highway, the Holland Tunnel, and the Sixth Avenue extension in the 1920s, the area became attractive as a logistics,

distribution, and manufacturing hub. The printing industry, which benefited from proximity to major transportation arteries, concentrated in Hudson Square. Large-floor plate buildings replaced the 19th century working class row houses and tenements (vestiges of which remain in the neighborhood's southwest area). During the 1980s, media companies, creative industries, and non-profits began to move into the neighborhood as the printing industry went into decline. These changes cemented Hudson Square as a hub for new media, radio, and eventually technology.

Right: The former Union Motor Truck Terminal, completed in 1949 by the Port Authority of New York and New Jersey, was designed as a modern consolidation hub to make deliveries more efficient across Manhattan. The Port Authority sold the building to UPS in the 1970s.



Pre-1900s: Farmland to working class neighborhood



1750s: Farmland & Marshes



1820: St John's Chapel



1921: Varick Street

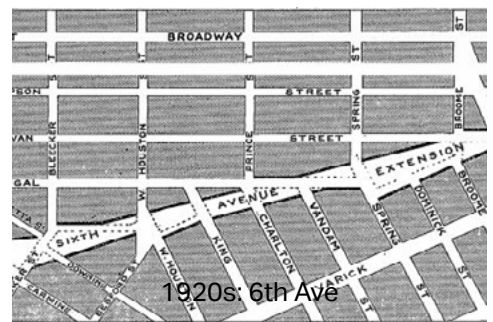
1900-1930: Transportation & Building Innovations



1927: Holland Tunnel



1920s: Pier 35-38



1920s: 6th Ave

1910-1960: The Former Printing District



131 Varick



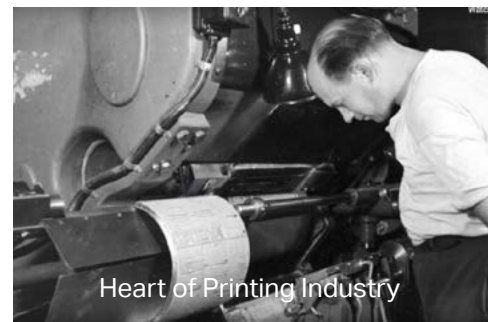
159 6th Ave



75 Varick



225 Varick

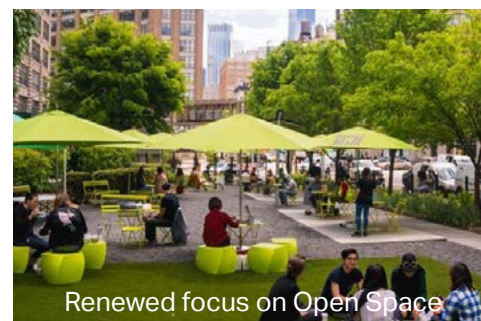


Heart of Printing Industry

1980s to Today: Hudson Square Technology & Creative Hub



Creative Ad Agencies Move In



Renewed focus on Open Space



Magnet for Tech/Creative Companies

1.4 Phase 1

Following Hudson Square's 2013 Rezoning, the BID undertook a \$27 million dollar public-private partnership. The BID raised money through capital bonds and then worked with NYC EDC, NYC DPR, and NYC DOT to plan, design, and implement a series of major capital investments. Hudson Square BID serves as an ongoing maintenance partner to the City for these projects. The Phase I plan focused on a combination of major

streetscape enhancements, including over 250 new "Hudson Square Standard" street trees, the reconstruction of Hudson Street, the creation of Spring Street Park, and the activation of Freeman Plaza. In parallel, the BID developed a world-class arts and culture program including a series of "canvas" mural activations along Varick Street and temporary programming, outdoor seating, and greening on King Street.



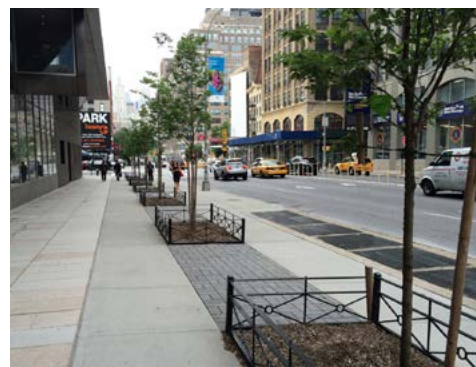
Hudson Street



Spring Street Park



King Street Activation



Hudson Square Standard



Freeman Plaza



Hudson Square Canvas

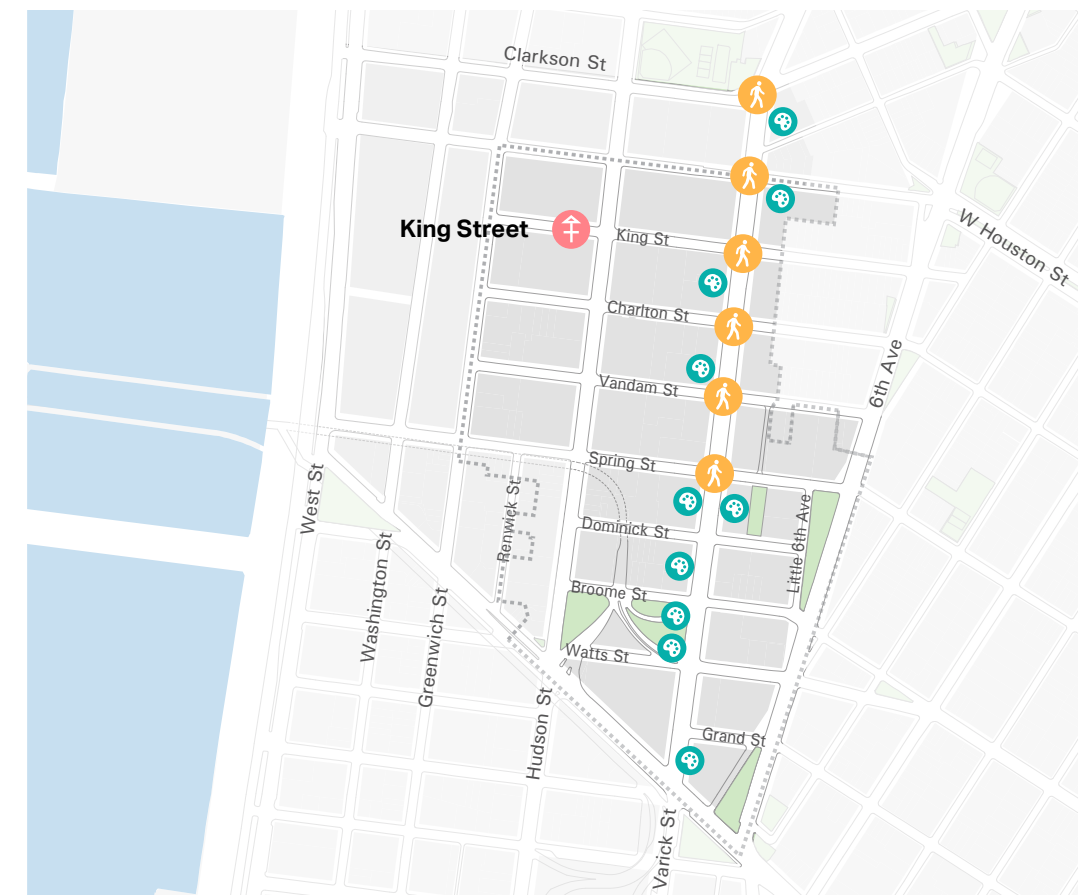
Phase I Projects

- Corridor Improvements
- New or Upgraded Public Spaces



Phase I Activations

- ⬆ King Street Activation
- ⊕ Hudson Square Canvas
- 🚶 Pedestrian Safety Managers



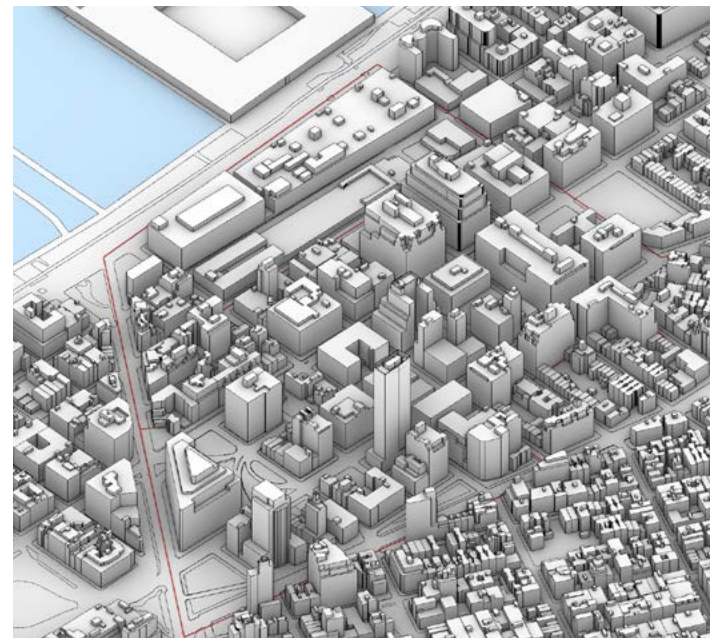
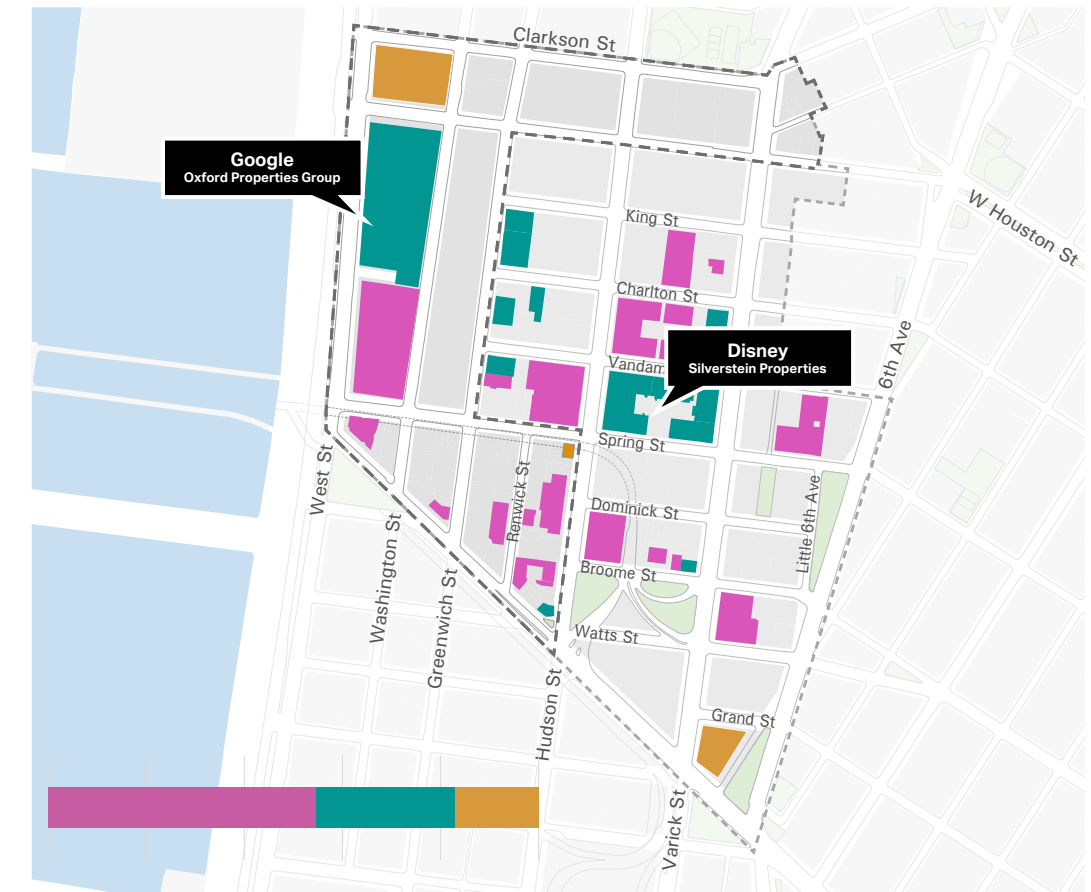
1.5 Phase II Context

The Phase II plan was initiated in the context of an unprecedented level of new development and investment in Hudson Square. In addition to the ongoing construction of 550 Washington (Google) and 4 Hudson Square (Disney), the area has seen major building investments by long-established and newly committed property owners.

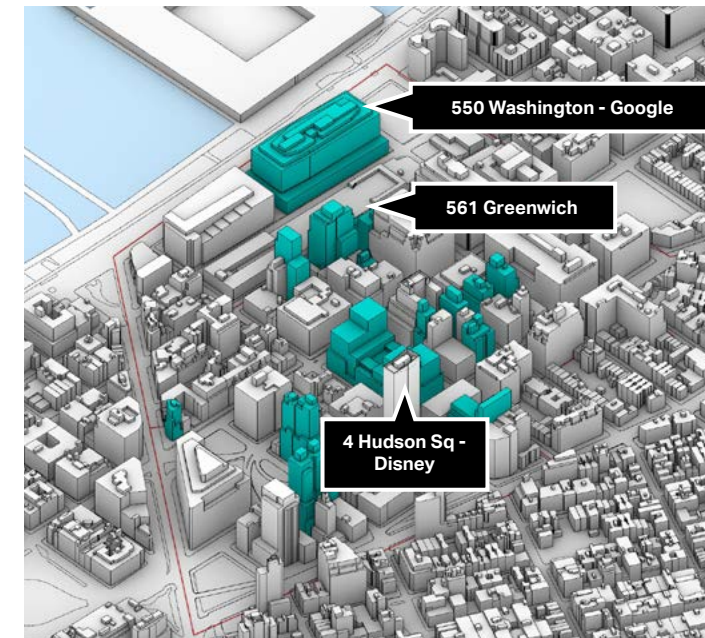
In parallel, the 2013 Rezoning has resulted in a significant number of a new office and residential projects, with more large developments planned to the northwest and southeast. Collectively, these new developments swelled Hudson Square's daytime population to over 70,000 people prior to the pandemic.

New & Recent Developments and Major Renovations

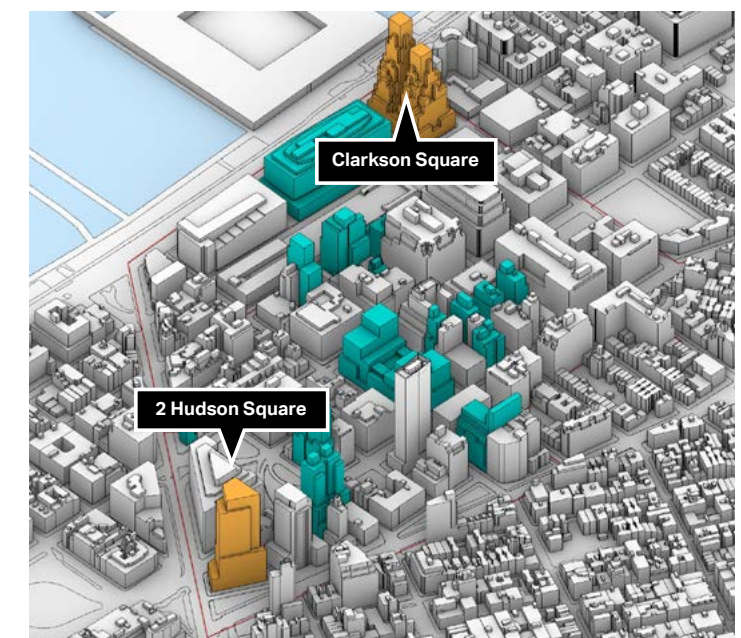
- Completed, 2008-2019
- Under Construction
- Permitted
- Planned



Hudson Square Pre-2014



Under Construction or Recently Completed



Planned Projects

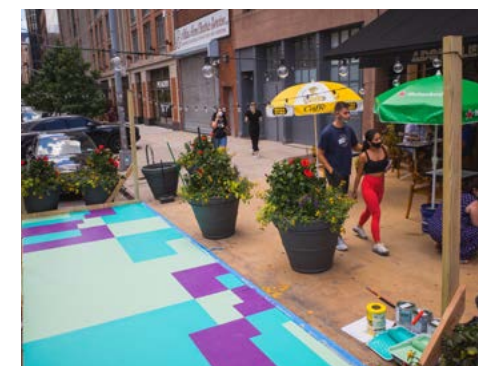
1.6 COVID-19 Recovery Plan

Shortly after kicking off the Phase II Plan, COVID-19 struck New York City in March 2020. The BID realized that the magnitude of the immediate crisis superseded importance of long term planning and decided to temporarily change course and craft a public realm "recovery plan" to guide its businesses and property owners through the worst days of the pandemic. The plan focused on a variety of strategies, including early plans for temporary street closures

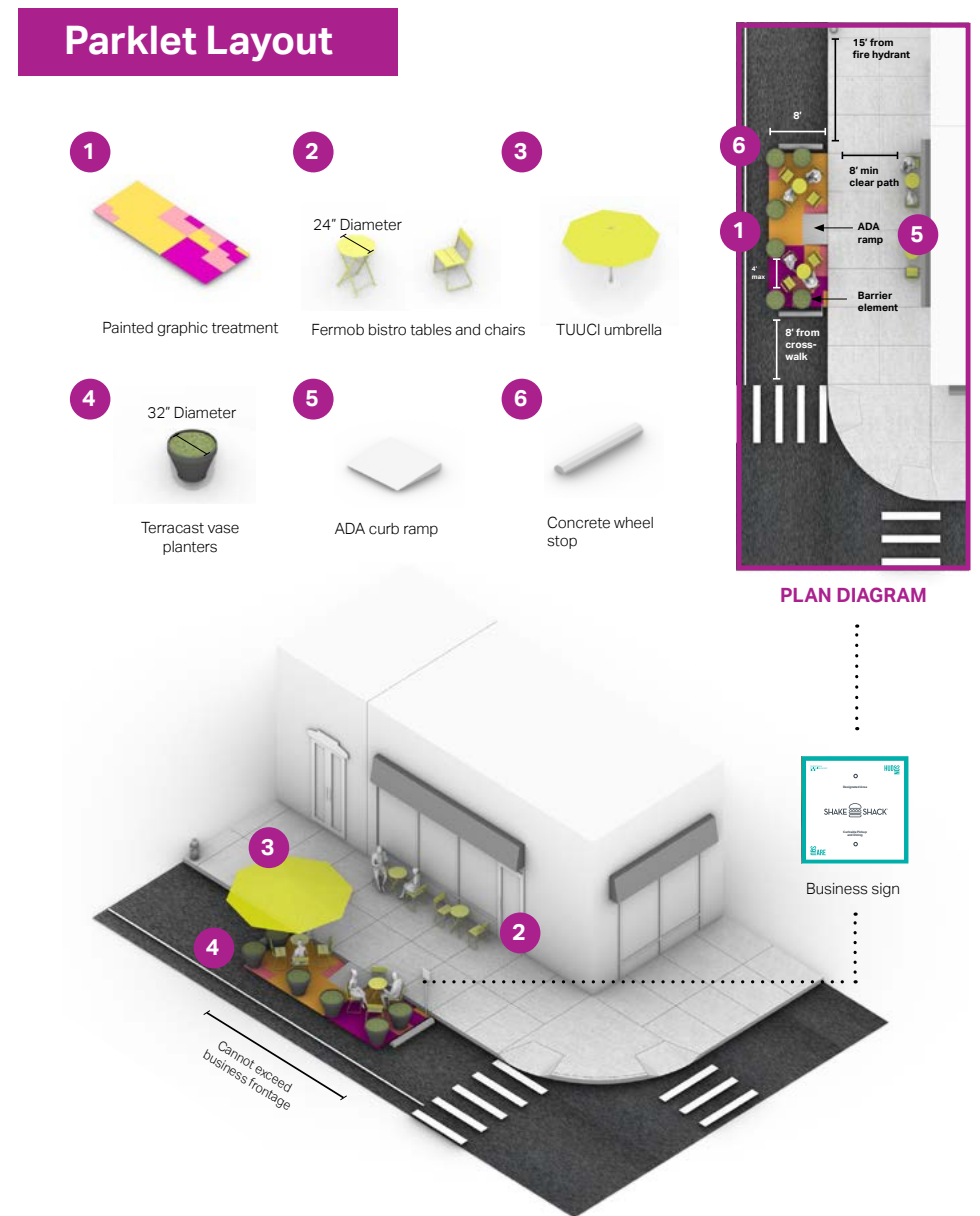
and outdoor dining parklets. The plan also undertook a detailed assessment of the neighborhood's curbside and ground floor environment. The planning process for the recovery plan underscored the importance of curbside space for the health of businesses and the public realm and the value of strong, inviting connections to adjacent neighborhoods. These lessons learned informed the direction of the larger plan's recommendations.



Hudson Square adapted its tactical toolkit to help the District's economic and social recovery in 2020.



And created colorful interventions to support local businesses.



2 Existing Conditions





2.1 Hudson Square Today

The composition of Hudson Square today reflects the diversity of the neighborhood's historic land uses, businesses, and residents. Home to over 1,000 businesses with over 71% of its workforce employed in creative industries, Hudson Square has become one of New York City's hubs of creativity and new media. With the construction of 550 Washington and the arrival of Google, in addition to existing tech companies like Square Space, the area is increasingly a hub for digital technology and start-ups.

While Hudson Square's tenants make up some of New York City's most innovative companies, the streets and public spaces in its Phase II area lack the level of ground floor diversity, 24/7 culture, and vibrancy that employees today seek out. As a result, Hudson Square risks losing foot traffic to surrounding neighborhoods. Compounding this challenge is the fact that many of the new buildings will have rich internal amenities, including roof terraces, cafeterias, and gyms that are insulated from the neighborhood.

The Phase II area today remains largely dominated by logistics and distribution uses, including a large number of loading docks, which limits the overall potential retail footprint in the area. At the same time, many of the sidewalks in the area are narrow and underbuilt for the large numbers of employees that are expected to stream from the area's subways to the west side.

Existing connections to and from other neighborhoods, especially to the south and to Hudson River Park, can be uninviting for pedestrian traffic. Hudson River Park only has a single crossing from Hudson Square (at West Houston Street). Crossings at Canal Street are imposing for pedestrians and lack the pedestrian safety amenities that many other areas have benefited from.

In spite of these shortcomings, new development brings an opportunity for new ground floor investments, including restaurants and retail that can create a more continuous and exciting experience for pedestrians in the neighborhood.

Over 40,000 people or 71% of Hudson Square's workforce is employed in creative industries across over 1,000 businesses

2.2 Traffic

Hudson Square, both historically and in the present day, has been an important crossroads and gateway for regional traffic. In addition to Canal Street, West Street, and the Holland Tunnel, West Houston Street and Varick Street serve as a important regional arterials and connectors to the region's highway network, often coinciding with the neighborhood's most intuitive and direct pedestrian routes.

In addition to the presence of traffic, Hudson Square's existing

curbside regulations are out of date, with a patchwork of loading docks, no standing zones, no parking zones, and placard parking which has challenged the expansion of outdoor dining and frustrated efforts to expand pedestrian space.

Creating a higher quality pedestrian experience will require revisiting these regulations and reexamining on-street parking in many places to expand sidewalks, increase outdoor seating, and support multi-modal amenities.

Right: West Houston Street today suffers from narrow sidewalks, frequent curb cuts, inadequate bicycling infrastructure, and high peak traffic demand. It is also a major corridor for pedestrians heading west from the subway.



Curbside Regulations

* Based on 2019 Data

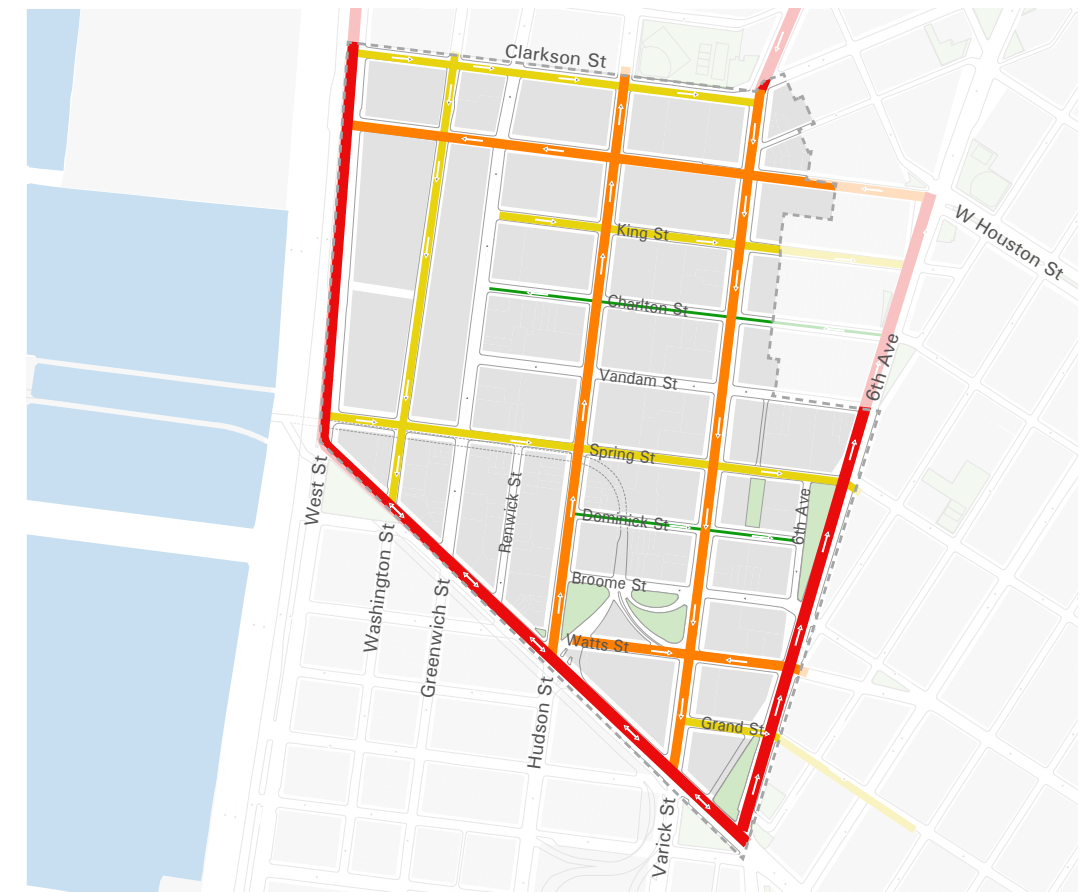
- No Standing
- No Parking
- Loading Zone
- Bus Stop
- Authorized Only
- No Weekday Parking
- School Parking
- 2Hr Cleaning Restriction
- Alternate Day Restrictions
- Metered Parking
- Parking Lot
- ▲ Parking Lot Entrance
- ▲ Loading Dock



Annual Average Daily Traffic (AADT)

* Based on 2019 Data

- 10,000-25,000
- 1,500-4,000
- 4,000-10,000
- 25,000-75,000

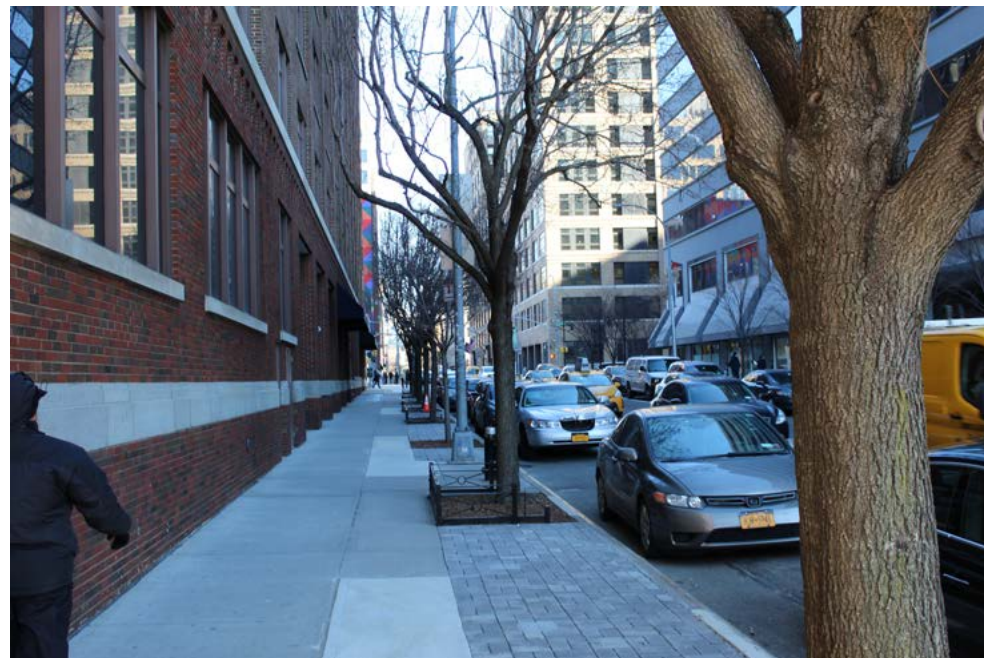


2.3 Sidewalks

Sidewalks in Hudson Square are characterized by inadequate and inconsistent width with frequent obstructions. A majority of the sidewalks in the Phase II area are under 12 feet. Ongoing construction, tree pits, street furniture, and other obstructions, has further constrained sidewalks, often leaving only a 5-8 foot clear path for pedestrians.

The challenge of Hudson Square's sidewalks is not purely dimensional in nature. Many of the area's streets have long blank walls and (often inactive) loading docks, which limit the amount of visual interest and vitality on the street and make them unpleasant and uninteresting to walk down.

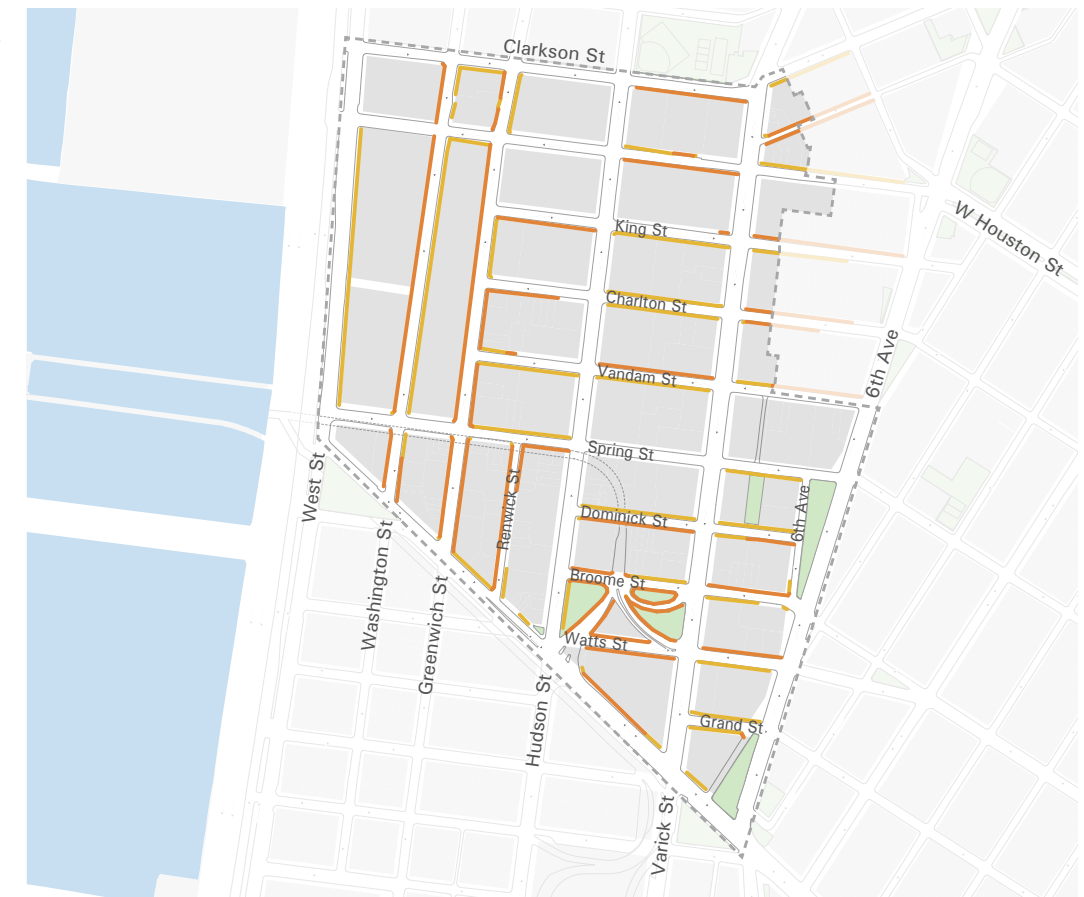
Right: Many sidewalks in Hudson Square, like that on the north side of West Houston Street between Greenwich and Hudson Streets, are narrow and inactive, resulting in a poor pedestrian experience, in spite of newly retrofitted trees.



Constrained Sidewalks

* Based on 2019 Data

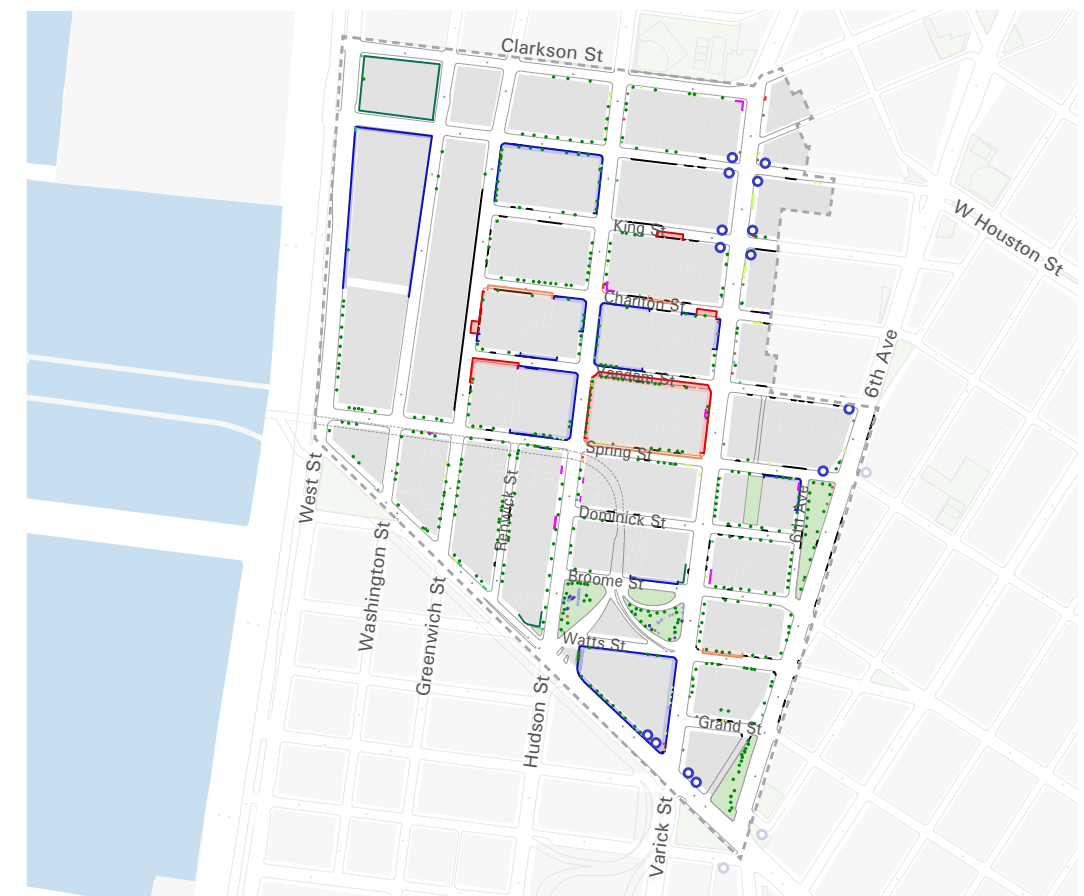
- Sidewalk <10 ft
- Sidewalk <12 ft



Sidewalk Obstructions

* Based on 2019 Data

- Sidewalk closed
- Sidewalk diverted
- Scaffolding
- Panels
- Bike rack
- Pay phone
- Link NYC
- Trash can
- Newspapers
- Charging station
- Munimeter
- Seating
- Street Tree
- Sidewalk Cafe
- Subway Entrance



2.4 Ground Floors

Hudson Square has a diverse array of businesses, but many of these are concentrated to the east and south of the neighborhood. The southwestern portion of the BID, south of Spring Street between West Street and Hudson Street, has historically lacked sufficient foot traffic despite an active cluster of small restaurants, bars, and retail. With the arrival of new tenants and development in the area, Hudson Square has the opportunity to enhance and support these businesses with new investments in the public

realm. Many of the ground floors in this area are vacant or unoccupied.

Creating an active ground floor environment will entail a combination of near-term and long-term solutions that work with property owners, local arts groups, and businesses to create a compelling and inviting public realm profile.



Active Ground Floors

- Restaurant/Bar
- Services
- Gym
- Grocery
- Pharmacy
- Fashion
- Hair/Beauty
- Art Gallery
- Education



Inactive Ground Floors

- Loading
- Parking
- Vacant
- Office Lobby
- Lodging



2.5 Land Use Change

New development is shifting Hudson Square's center of gravity westward. With the daylighting of West Houston Street along with new development on Greenwich and Washington Street, far more pedestrians will be using West Houston Street, Canal Street and Spring Street to get to and from work. These streets not only need to work from a pedestrian perspective, they will also need to feel safe and active at night to ensure that people want to stay in Hudson Square after work.

While Greenwich Street is not a critical artery for circulation, many offices and new development will front onto Greenwich, meaning that it will serve an important role as a front porch for new businesses and residences along the corridor.



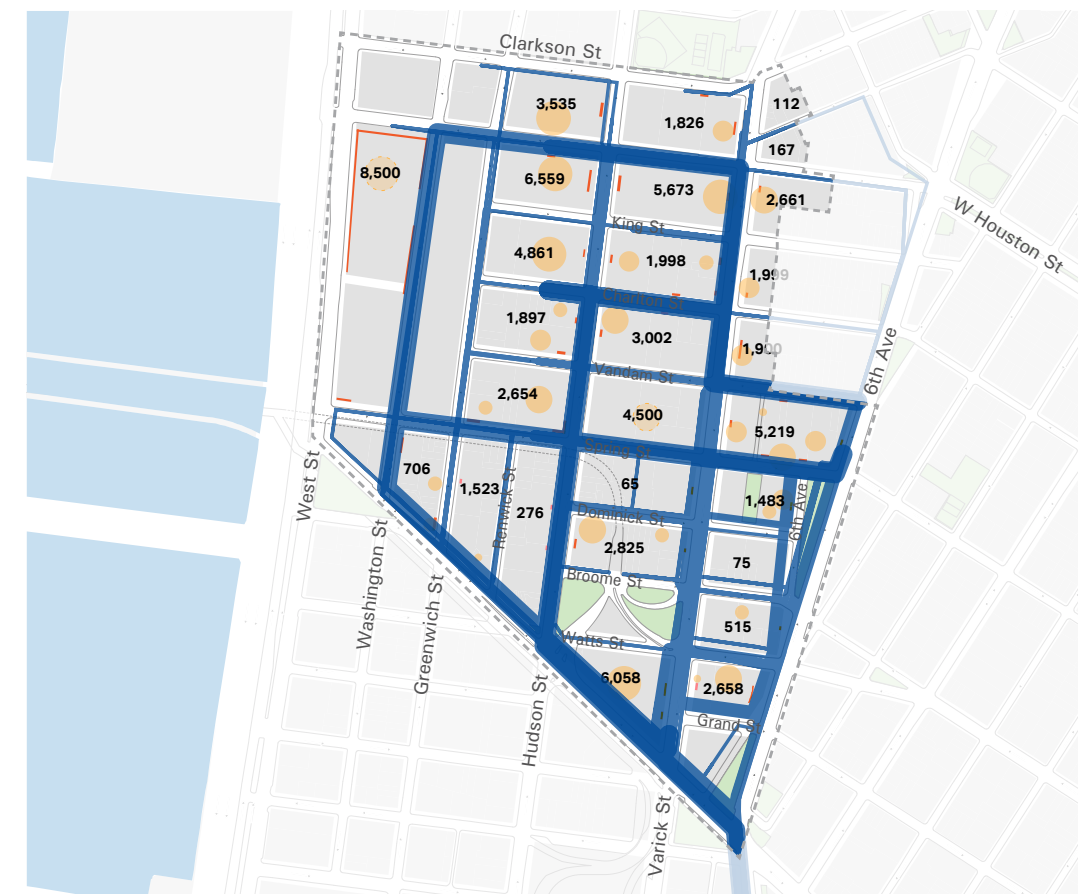
Office Clusters (present)

- Office Cluster >100 employees
- Office Lobby



Significant Pedestrian Corridors & Office Clusters (future)

- Pedestrian flows (projected)
- Office Cluster >100 employees

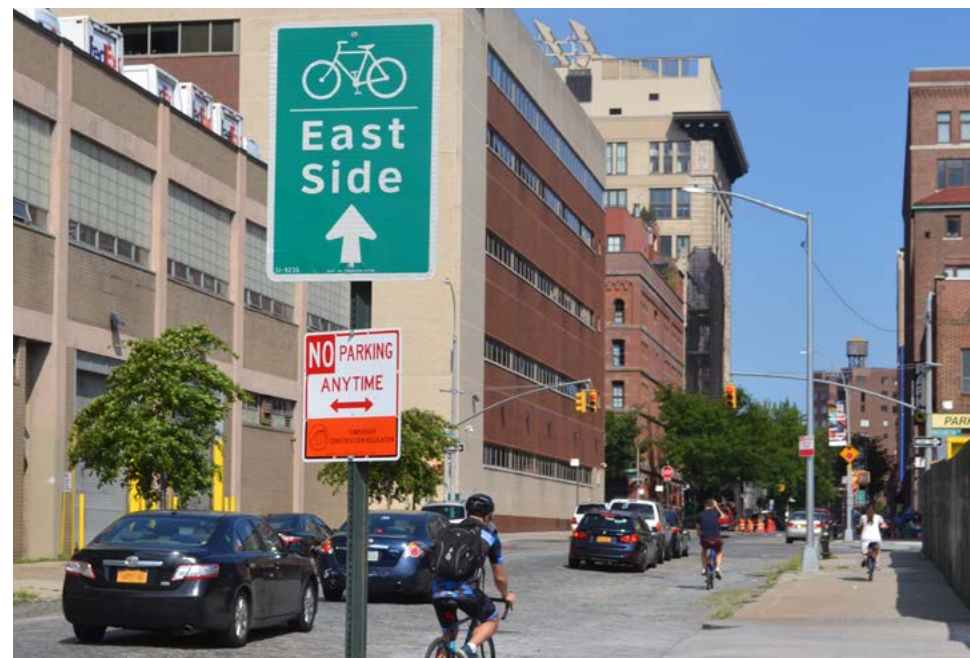


2.6 Transit & Biking

Major employers in Hudson Square foresee their employees commuting by bike and scooter in increasing numbers. With two new Citibike stations being installed, along with new bike infrastructure on Varick and Hudson Street, Hudson Square has become increasingly accessible by bike. While these improvements have been successful, there is considerable room for growth. Clarkson Street, an important eastbound bike connection, is plagued by poor roadway conditions. Hudson Street, a logical east-

west connection, lacks safe bike infrastructure. Greenwich and Washington Street both have frequent conflicts between bikes and trucks.

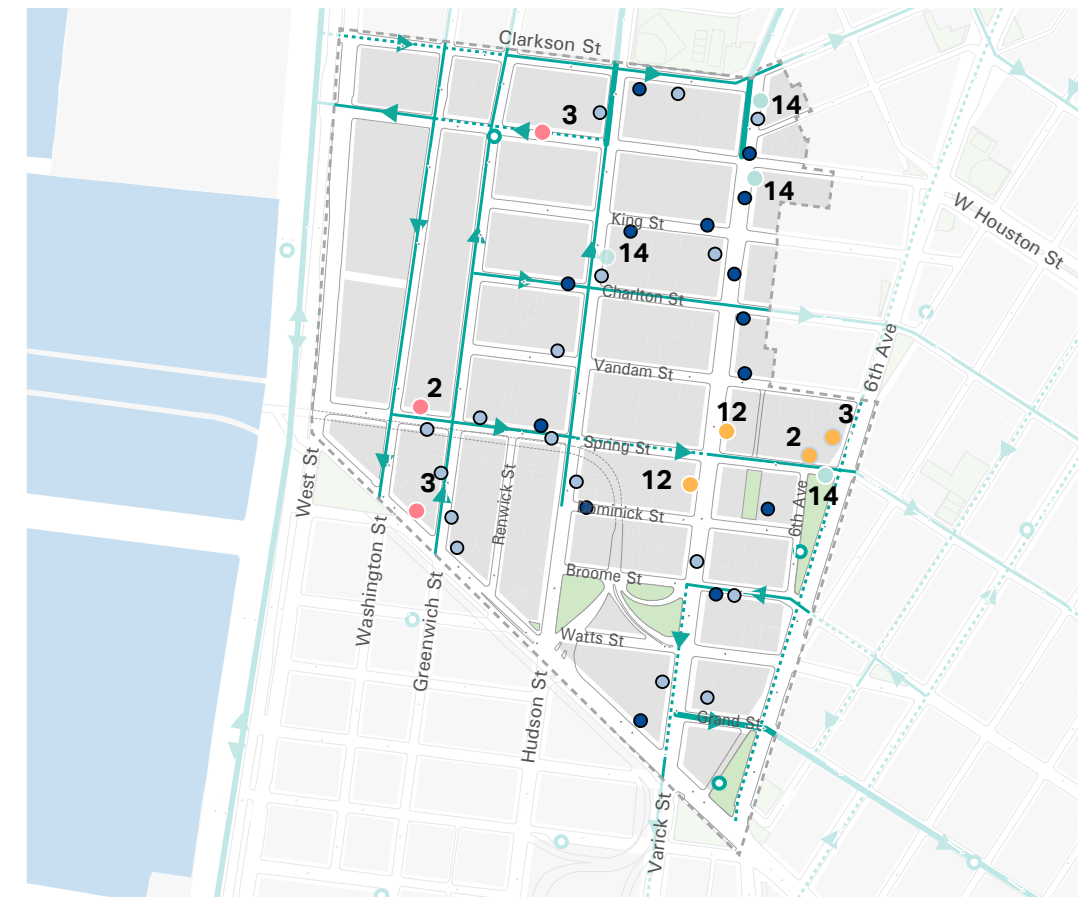
Bus traffic follows the major arteries of the neighborhood. With frequent stops and short blocks, bus routes are an important consideration when looking at potential future sidewalk widenings, sidewalk cafes, and plantings along West Houston St, Spring Street, and Washington Street.



Bike Routes & Bike Parking

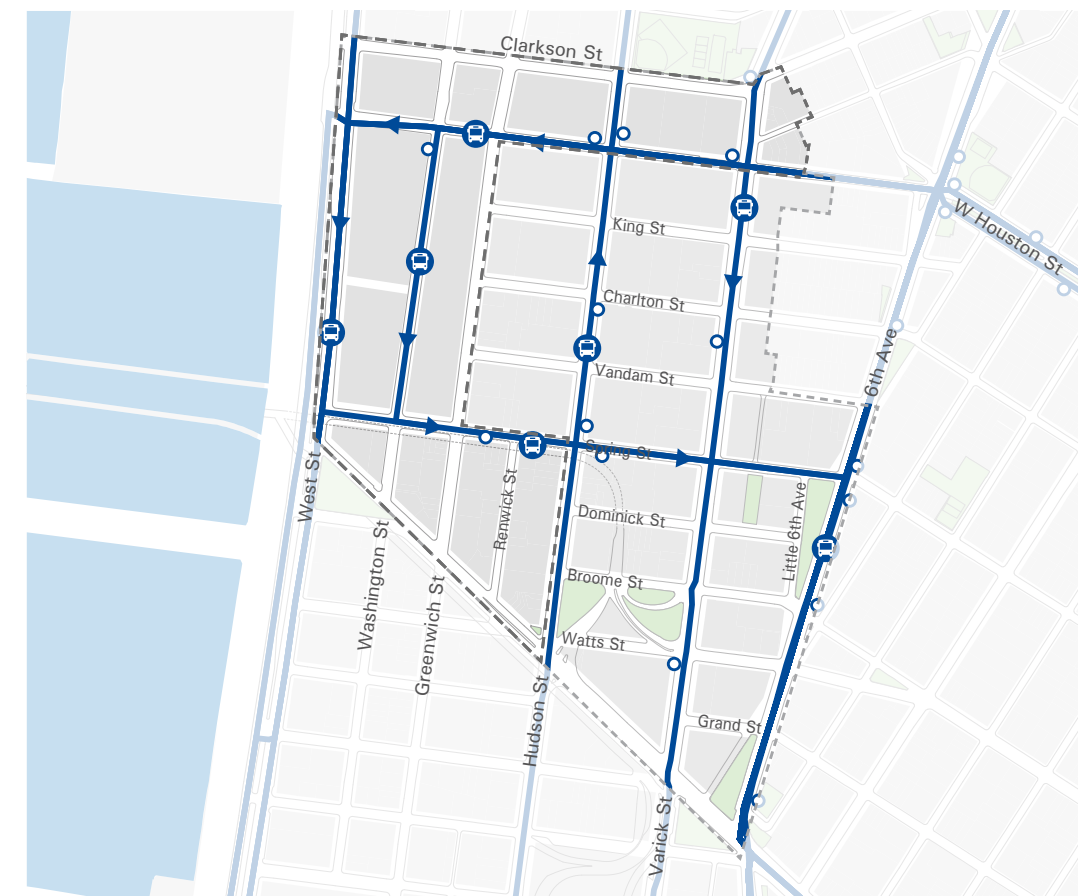
* Based on 2019 Data

- Existing City Rack
- Outstanding Fall 2019 Request
- Outstanding Fall 2019 Request
- 2020 Requests
- 2020 Replacement Requests
- Proposed under Recovery Plan (temporary)
- Bikeway



Bus Routes

- Bus Stop
- Bus Route



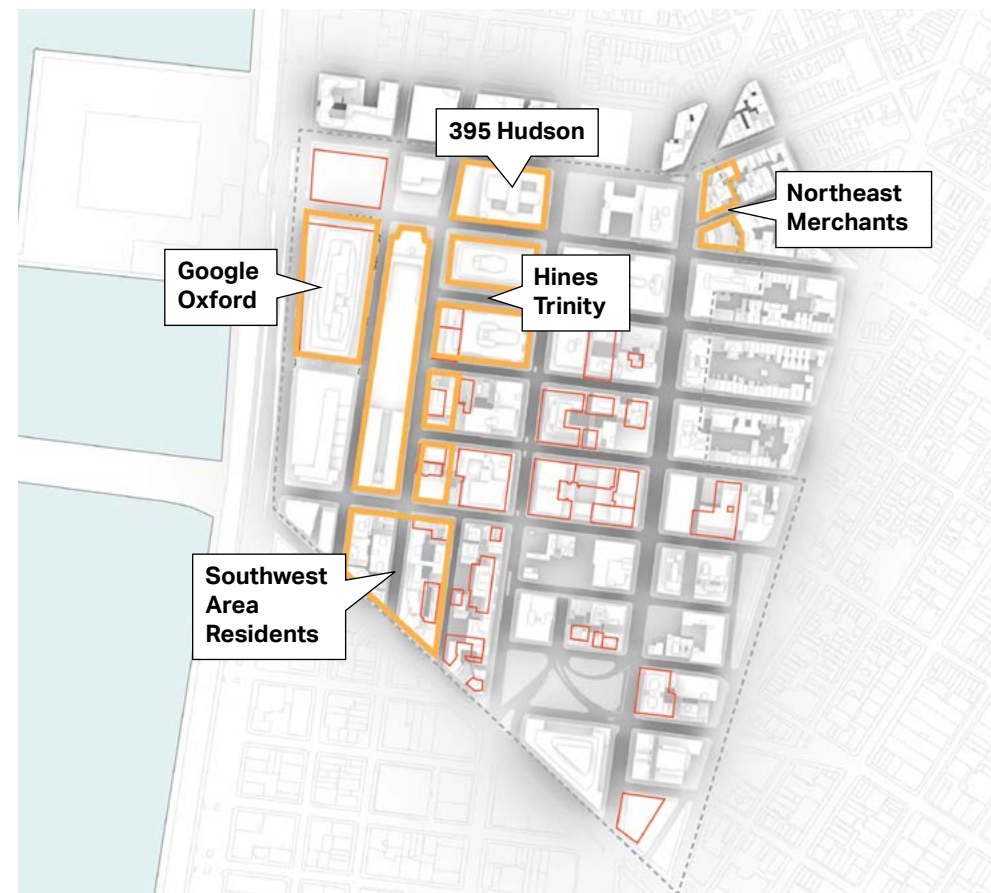
2.7 Stakeholder Engagement

Throughout the planning process, the team interviewed and workshopped ideas with multiple groups. The BID's Streetscape Task Force, which is made up of major property owners, businesses, and local residents, provided regular input and ideas during planning.

The team conducted stakeholder interviews with Hines, Google, 395 Hudson,

UPS, and a group of residents in the southwest area of the neighborhood. A survey of merchants in the northeast part of Hudson Square was also conducted as part of the planning process.

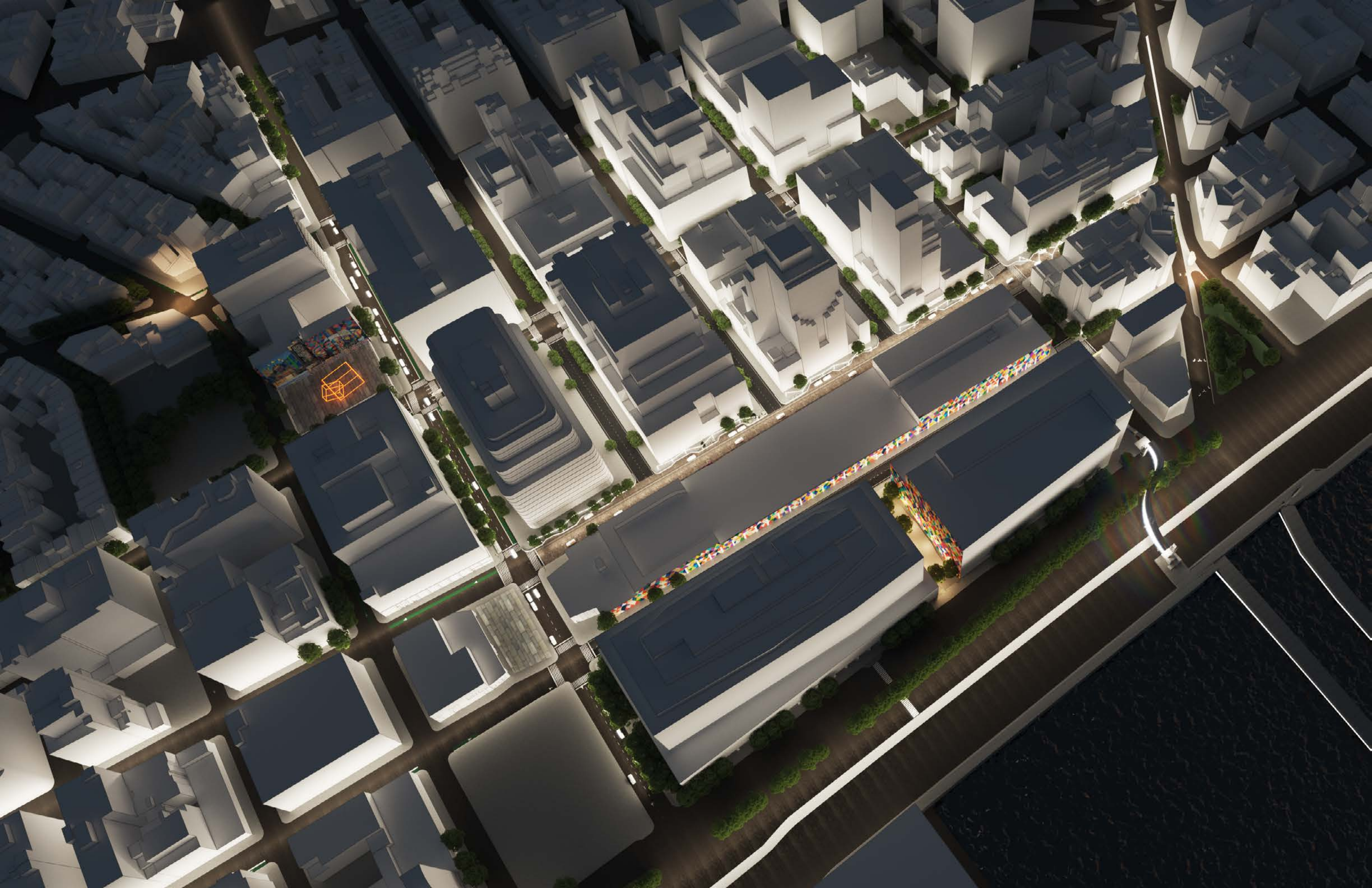
Stakeholders identified a range of opportunities and constraints across the study area, which are compiled in a map at right.



- Canvas Opportunity
- Key View Corridor
- Gateway Opportunity
- Blank Wall
- Active Ground Floor Potential
- Pedestrian Quality
- Bicycle Infrastructure
- Ground Floor Activity
- Lighting Needs
- Open Space Opportunity

3 Phase II Vision





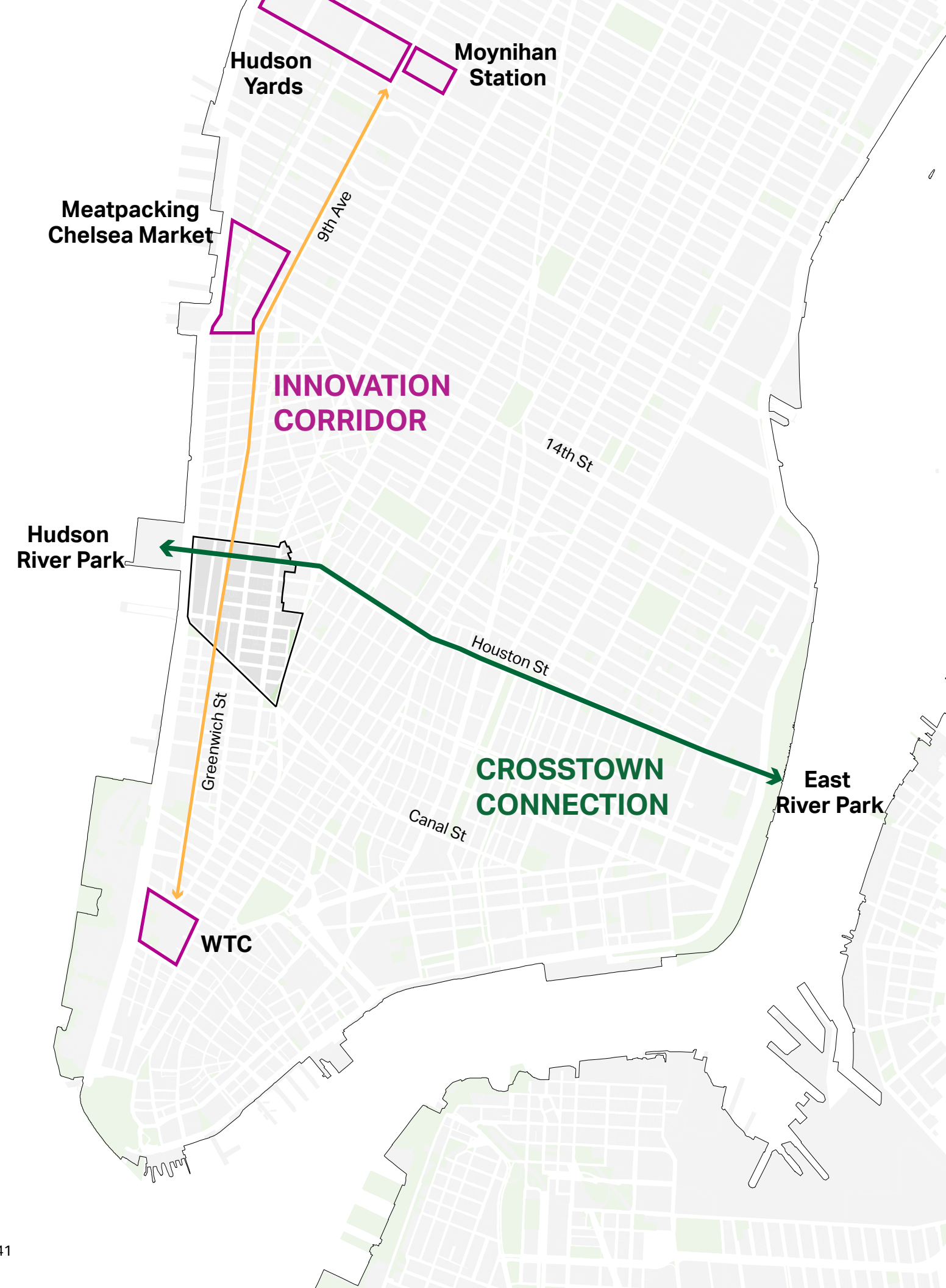
3.1 The Vision

Hudson Square sits at a critical crossroads that knits together two emerging, multi-modal corridors in Manhattan. Running along the West Side of Manhattan from Hudson Yards to the World Trade Center, Hudson Square is at the center of an emerging innovation corridor with large concentrations of tech firms and start-ups. This Innovation Corridor parallels Hudson River Park and follows Greenwich Street north to Ninth Avenue, linking the emerging campuses of Google, Facebook, and other companies.

At the same time, Hudson Square could eventually be a critical link in an east-west greenway connection which will connect Hudson River Park all the way to East River Park along Houston Street. The City's Department of Transportation has steadily been making improvements to the east side of Houston Street as a multi-modal corridor for buses and bikes. Moving forward, West Houston Street has the potential to serve as the westbound part of this vision, providing a clear and legible connection between

Manhattan's two rivers. More than ever, tenants, employees, and residents, need their streets to serve as a front yard. COVID-19 underscored the importance of streets as breathing room for New Yorkers, touching off a series of campaigns to reclaim parking space for outdoor dining and street space for outdoor recreation. Moving forward, these trends and demands will only continue to increase, as cities shift their curbside priority from parking to other uses and work to narrow streets, expand sidewalks, and reclaim asphalt.

In Hudson Square, these improvements have the potential to happen in the near-term, using a series of modular interventions (decks) that expand sidewalk space temporarily for pedestrians and businesses. In the long term, the BID has an opportunity to introduce major streetscape capital improvements that reshape the character and operation of its major streets, while improving the quality of the public realm for bikes and pedestrians.



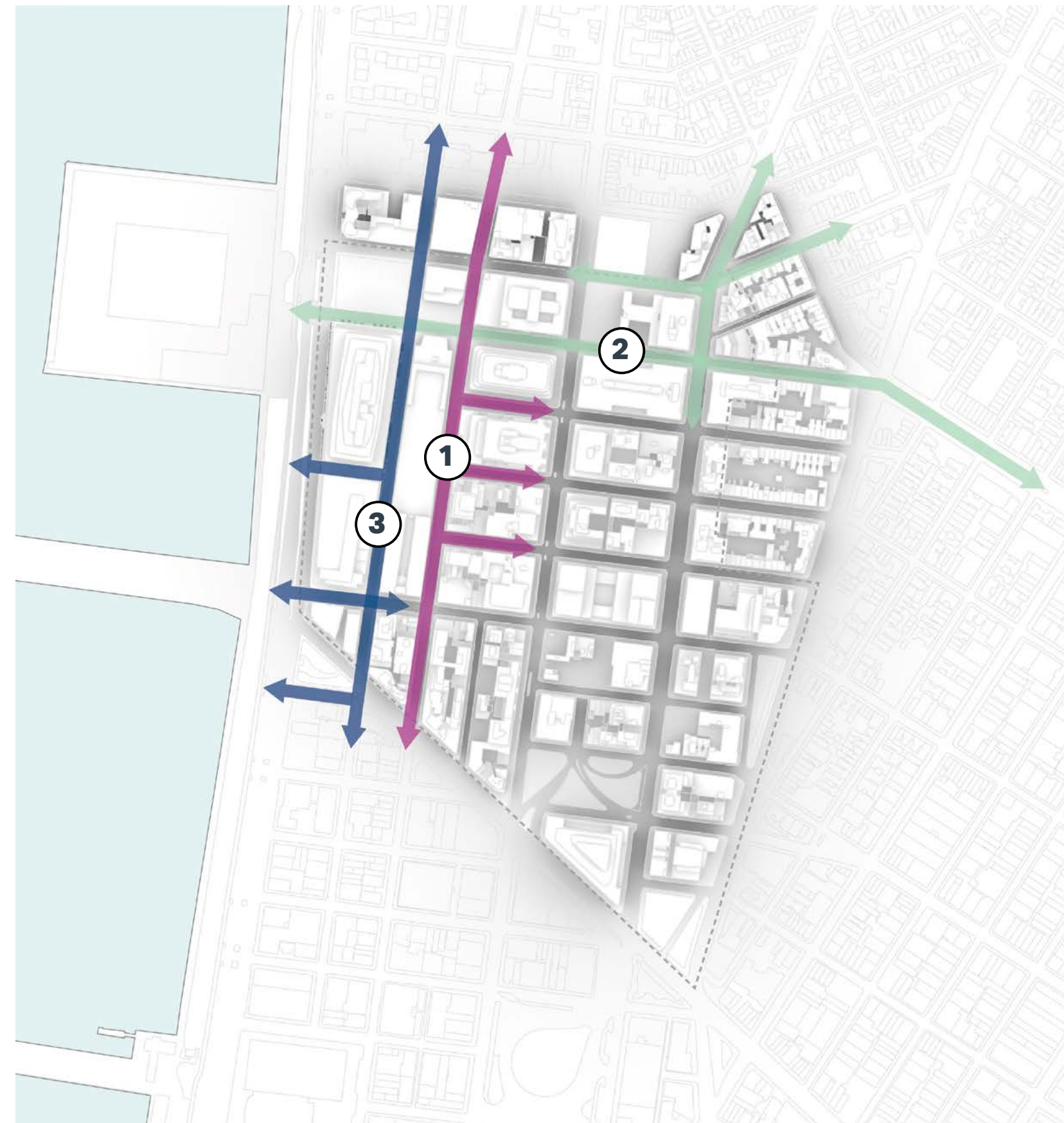
3.2 Focus Corridors

- ① **Greenwich-Canal | Southern Gateway**
- ② **West Houston St | Crosstown Connection**
- ③ **Washington-Spring | Walk to the Water**

Greenwich Street will be a dynamic front porch for ground-floor businesses balanced with an active landscape of logistics. The streetscape will connect seamlessly with Tribeca and the West Village through strategic pedestrian enhancements across Canal.

West Houston Street will emerge as a signature East-to-West connection as part of a river to river multi-modal corridor and complete street. The street's identity will be shaped around a series of new "canvas" arts projects, including a new interactive artscape at Hudson and Houston.

Washington Street will provide enhanced wayfinding and connectivity to Hudson River Park, creating a dynamic and connected pedestrian experience moving to the water. In the long-term, a new pedestrian bridge will link Spring Street to Hudson River Park, offering iconic north-south views of the Hudson.



GREENWICH-CANAL | SOUTHERN GATEWAY

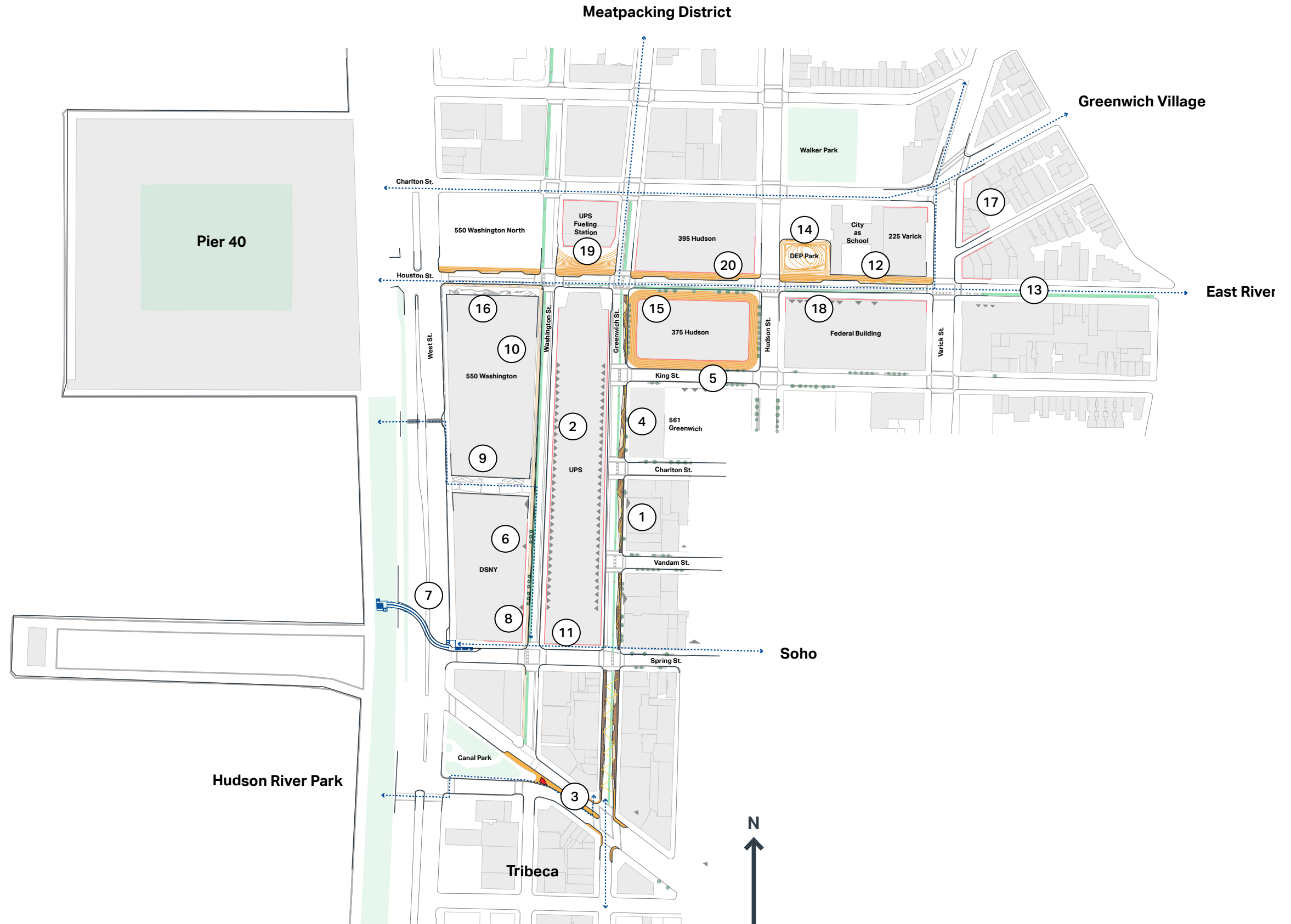
- ① Greenwich St Deck and Shared Street
- ② UPS Gates Activation
- ③ Canal Street Median Gateway & Sculpture
- ④ 561 Greenwich Sidewalk
- ⑤ King Street Streetscape

WASHINGTON-SPRING | WALK TO THE WATER

- ⑥ Washington St Rock Garden Walk
- ⑦ Spring Street Bridge
- ⑧ Sanitation Garage Activation
- ⑨ 550 Washington Midblock Connection & Charlton Alley
- ⑩ 550 Washington Sidewalk
- ⑪ UPS Spring St Ground Floor

HOUSTON ST | CROSSTOWN CONNECTION

- ⑫ Houston St Sidewalk Expansion
- ⑬ Houston St. Raised Bikeway
- ⑭ DEP Immersive Art Park
- ⑮ 375 Hudson POPS Activation
- ⑯ 550 Washington Entry Plaza
- ⑰ NE Gateway Enhancements
- ⑱ 376 Hudson Gates Activation
- ⑲ UPS Fueling Station Ground Mural
- ⑳ 395 Hudson Ground Floor Activations



3.3

Southern Gateway Greenwich-Canal

Greenwich Street will serve as a major north-south connector along the innovation corridor running between Tribeca to the south and the West Village to the north. As underscored during COVID-19, connections between Hudson Square and its surrounding neighborhoods are critical to the neighborhood's resiliency over time.

Canal Gateway

The southern end of Greenwich Street at Canal will serve as a critical Gateway into the neighborhood. At this intersection, the BID will work with DOT to enhance a planned median refuge island at the center of Canal with additional bumpouts to shorten the pedestrian crossing and a gateway sculpture just before the start of Canal Park.

Near-term Deck

In the near-term, Greenwich Street between Canal Street and Spring Street will serve as a pilot for a modular decking system that expands the overall sidewalk width and integrate amenities such as lighting and seating to enhance the quality of the pedestrian realm for surrounding businesses

and residents. This modular decking system will provide a front porch for businesses and developments. The deck is imagined as a robust system that would be maintained year round in contrast to a seasonal parklet or outdoor dining kiosk.

Long-term Capital Project

In the long-term, Greenwich Street should be designed with amenities and materials that link the block-paved streets to the north in the Meatpacking District and to the south in Tribeca. Cobble or special pavers can help create a pedestrian-priority environment, especially if designed as a curbsless street. This design approach can also create additional operational flexibility for UPS so that trucks can more easily make complex turning movements when necessary.

Arts & Programming

The street should be designed with a public art project running along the gates of the UPS building and be outfitted with sufficient electrical capacity to host events and activations when closed to traffic.



Total Projected Cost: \$16 Million

Principles

Greenwich Street's design should reflect the diversity of land uses along the street, support projected ground floor activity, including new building entrances and retail, and build from the past and future legacy

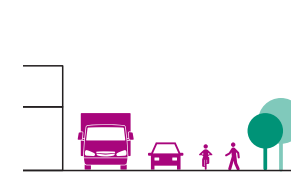
of the street in logistics and distribution. Across these goals, the street should provide innovative strategies in project conception and delivery that can be emulated elsewhere across New York City.

Connect



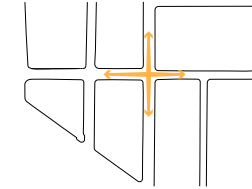
Create clear transitions to east-west gateway streets and celebrate the rhythm of the UPS facade

Balance



Balance the needs of commercial businesses and trucks with the desire for pedestrian and bicycle access

Activate



Activate retail along the southern half of Greenwich Street and improve connections across Canal to Tribeca

Innovate



Create innovative uses of public space, and define measurable outcomes for public space activity



Grit



24/7



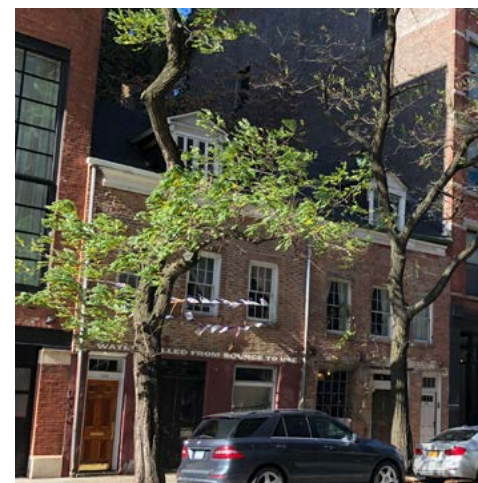
Flexible



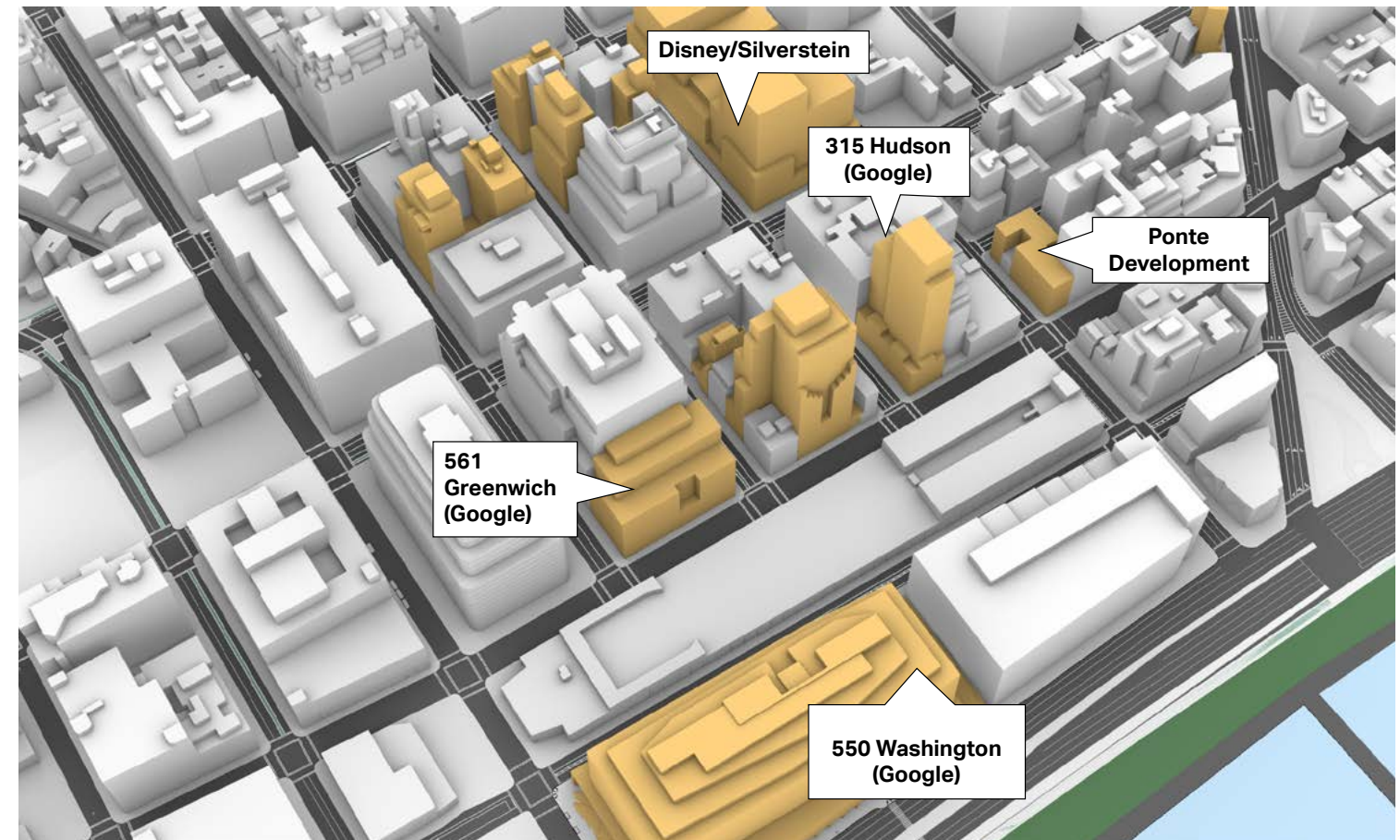
Green



Gateway

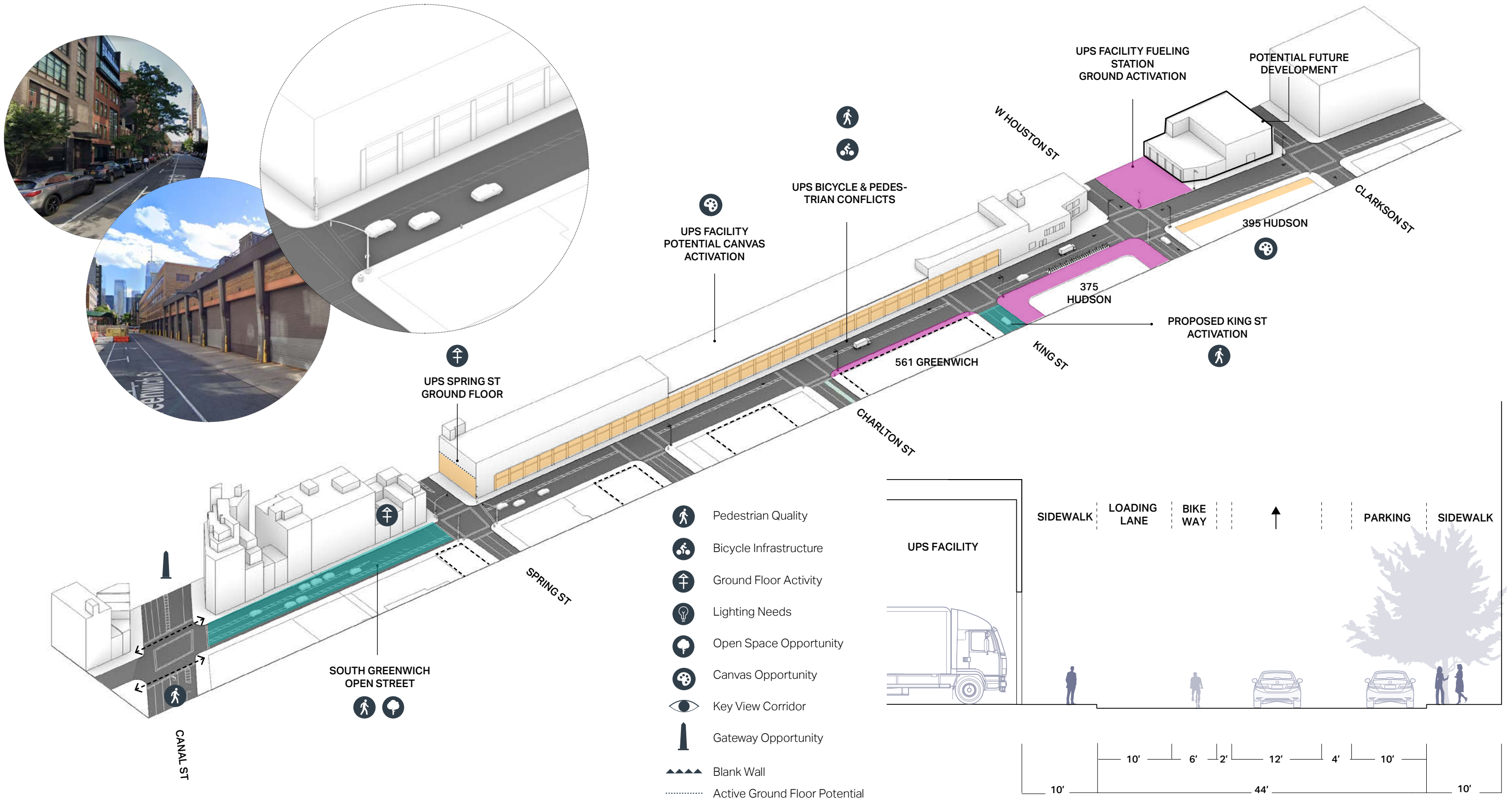


Granular













Ongoing Development

Existing Conditions: Greenwich Street

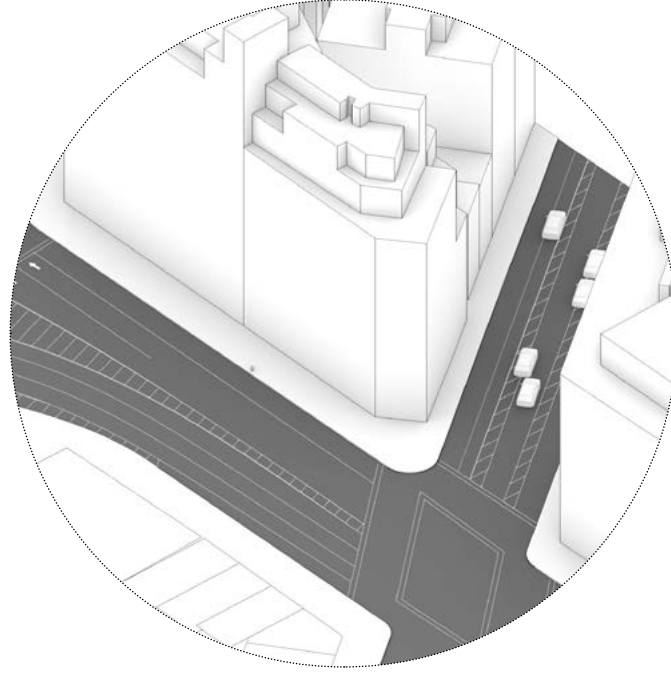
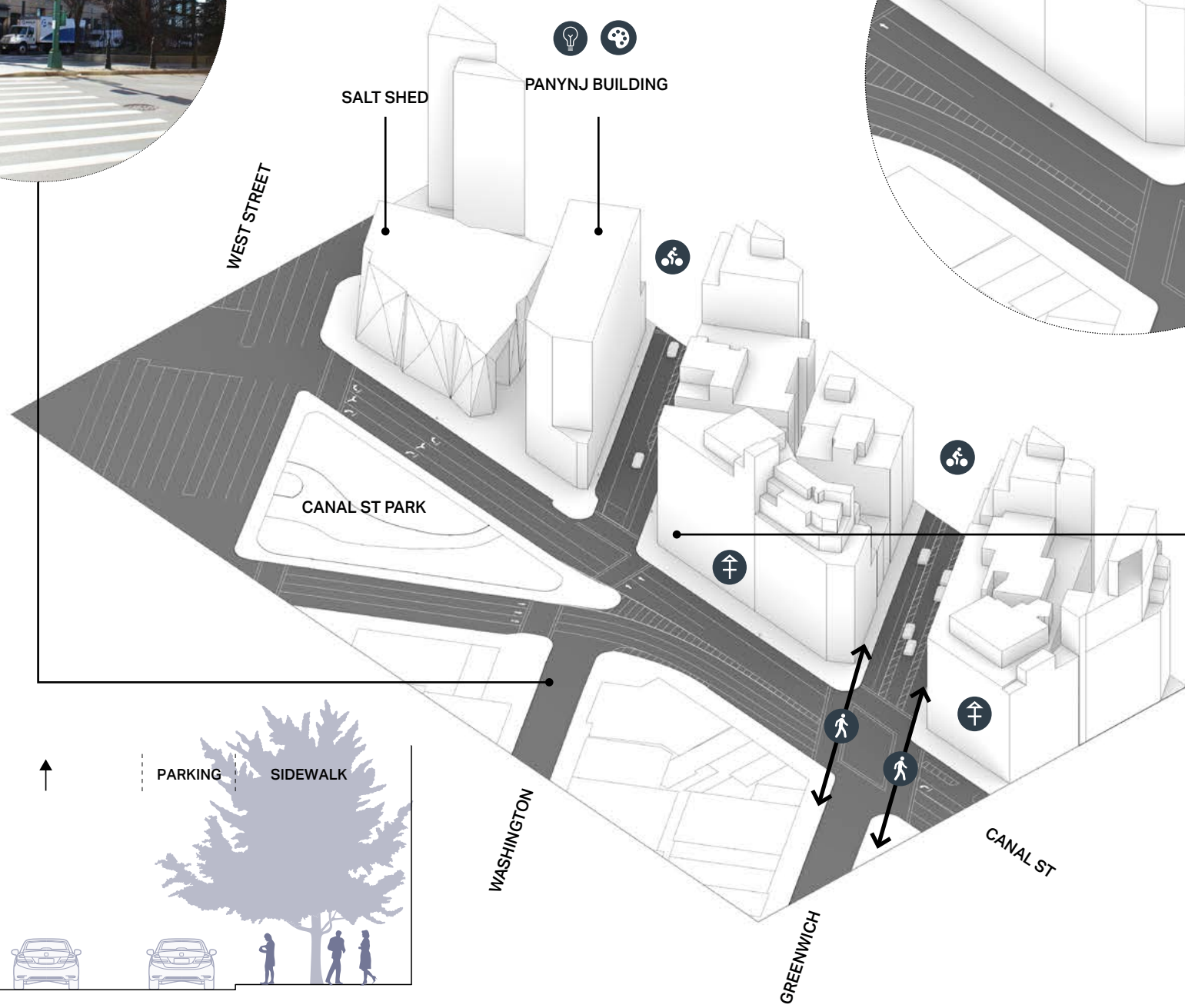


Existing Conditions: Canal-Greenwich

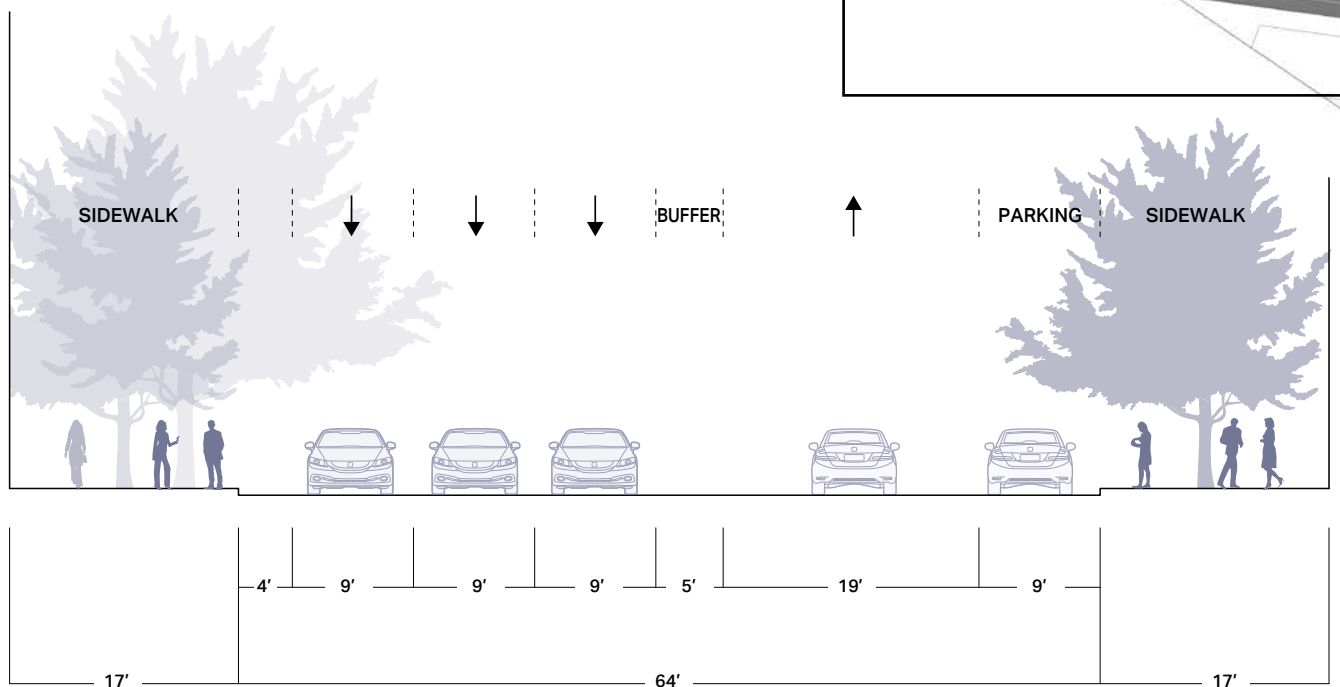
-  Pedestrian Quality
-  Bicycle Infrastructure
-  Ground Floor Activity
-  Lighting Needs
-  Open Space Opportunity
-  Canvas Opportunity
-  Key View Corridor
-  Gateway Opportunity
-  Blank Wall
-  Active Ground Floor Potential



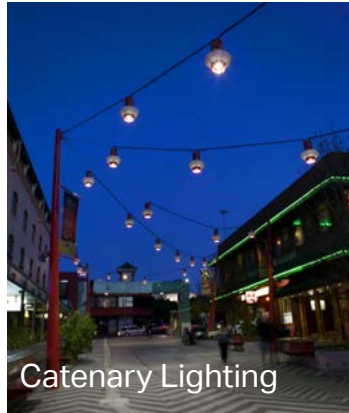
PEDESTRIAN AND BIKE CONNECTION TO TRIBECA



ACTIVE GROUND FLOOR POTENTIAL ON CANAL ST



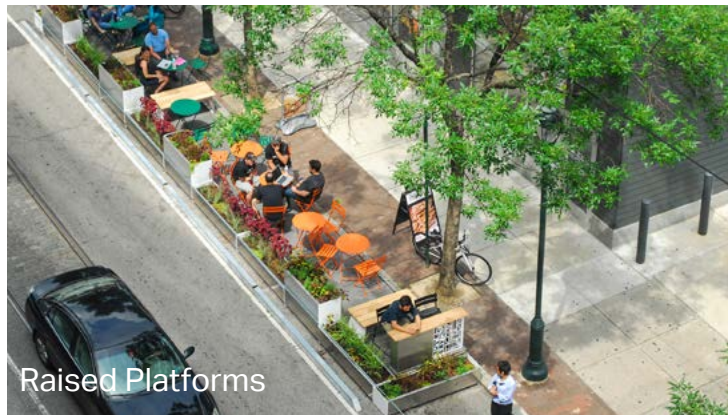
Kit-of-Parts: Greenwich St.



Catenary Lighting



Gateways



Raised Platforms



Raised Platforms



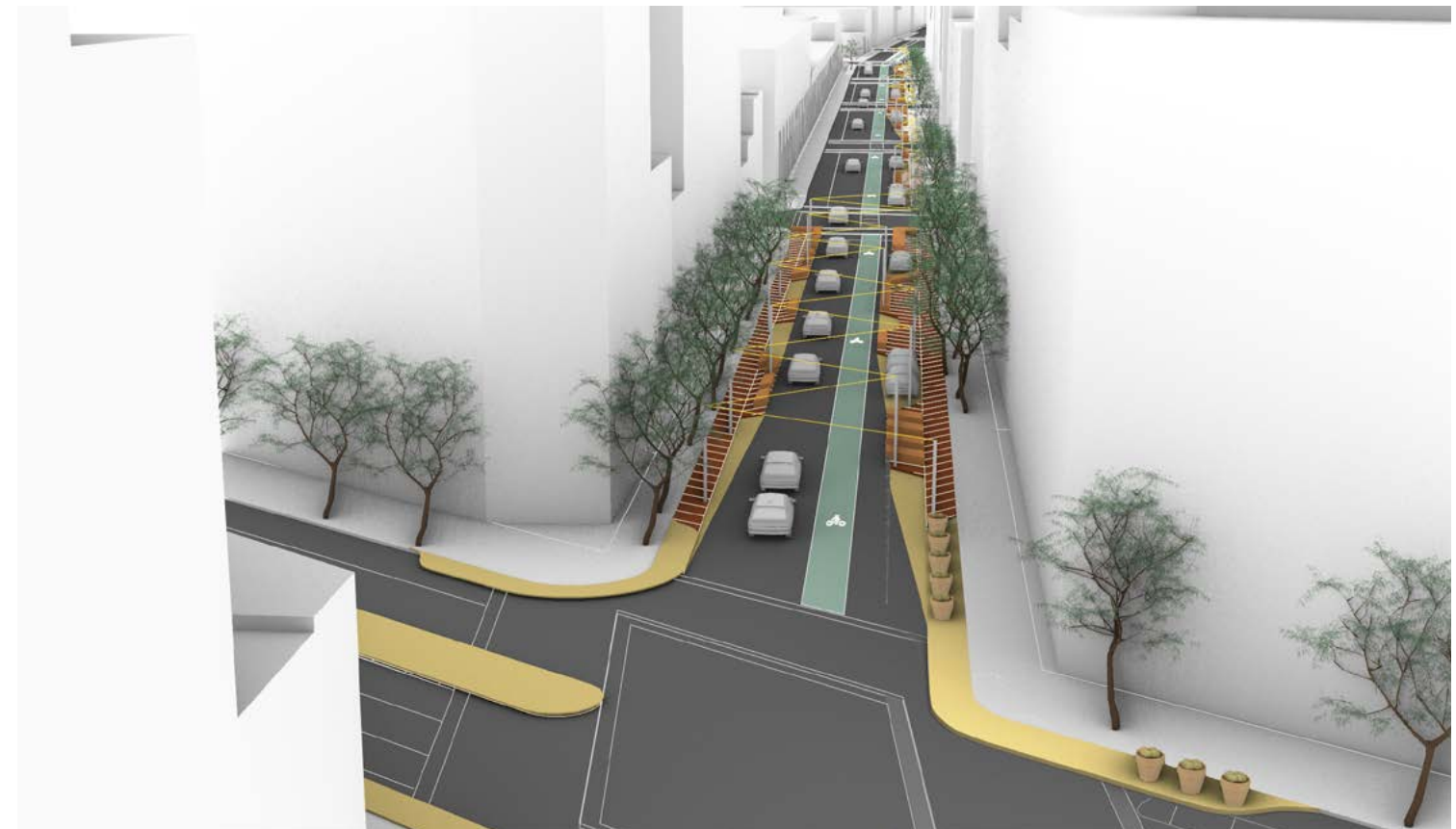
Activations



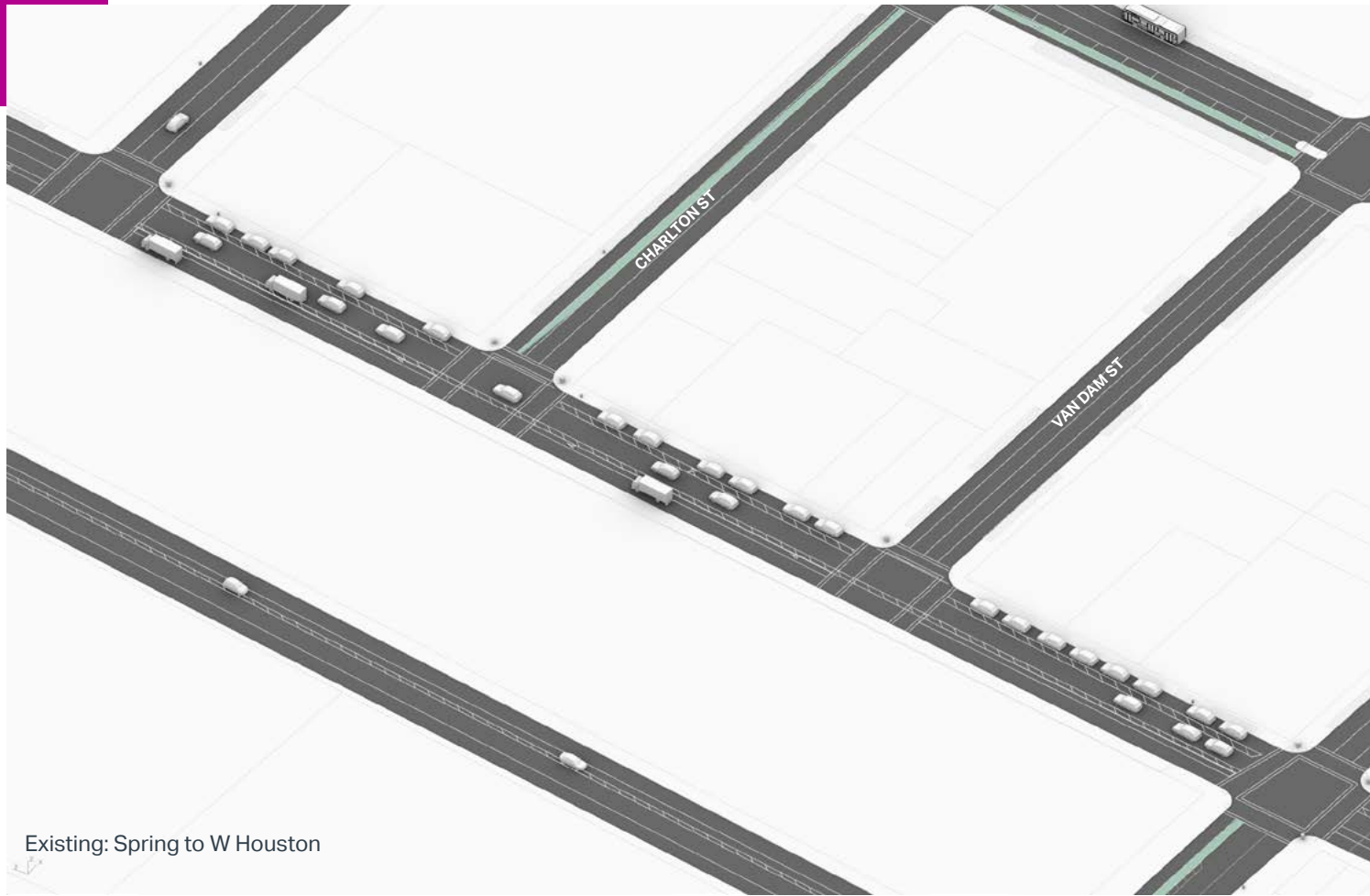
Activations



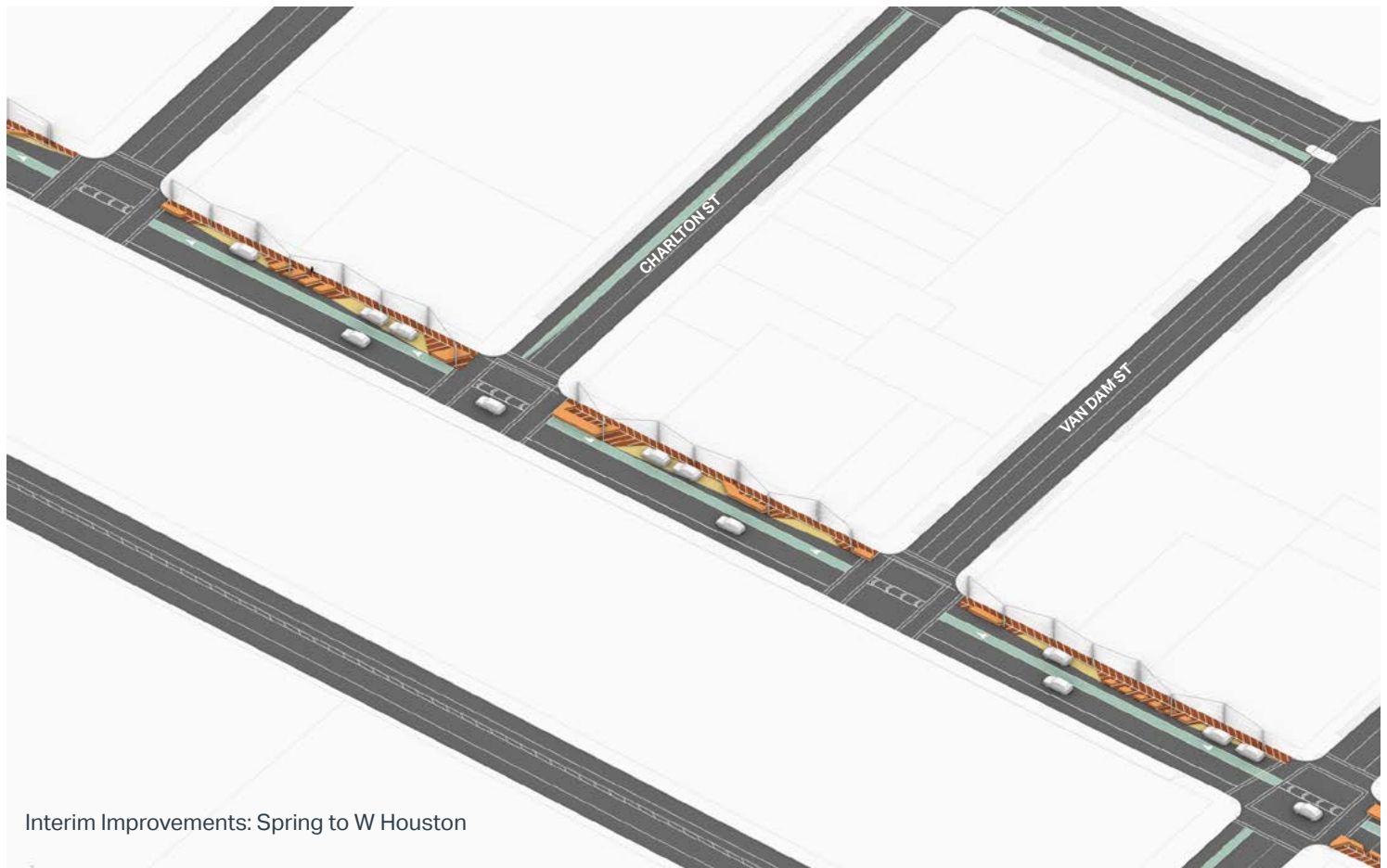
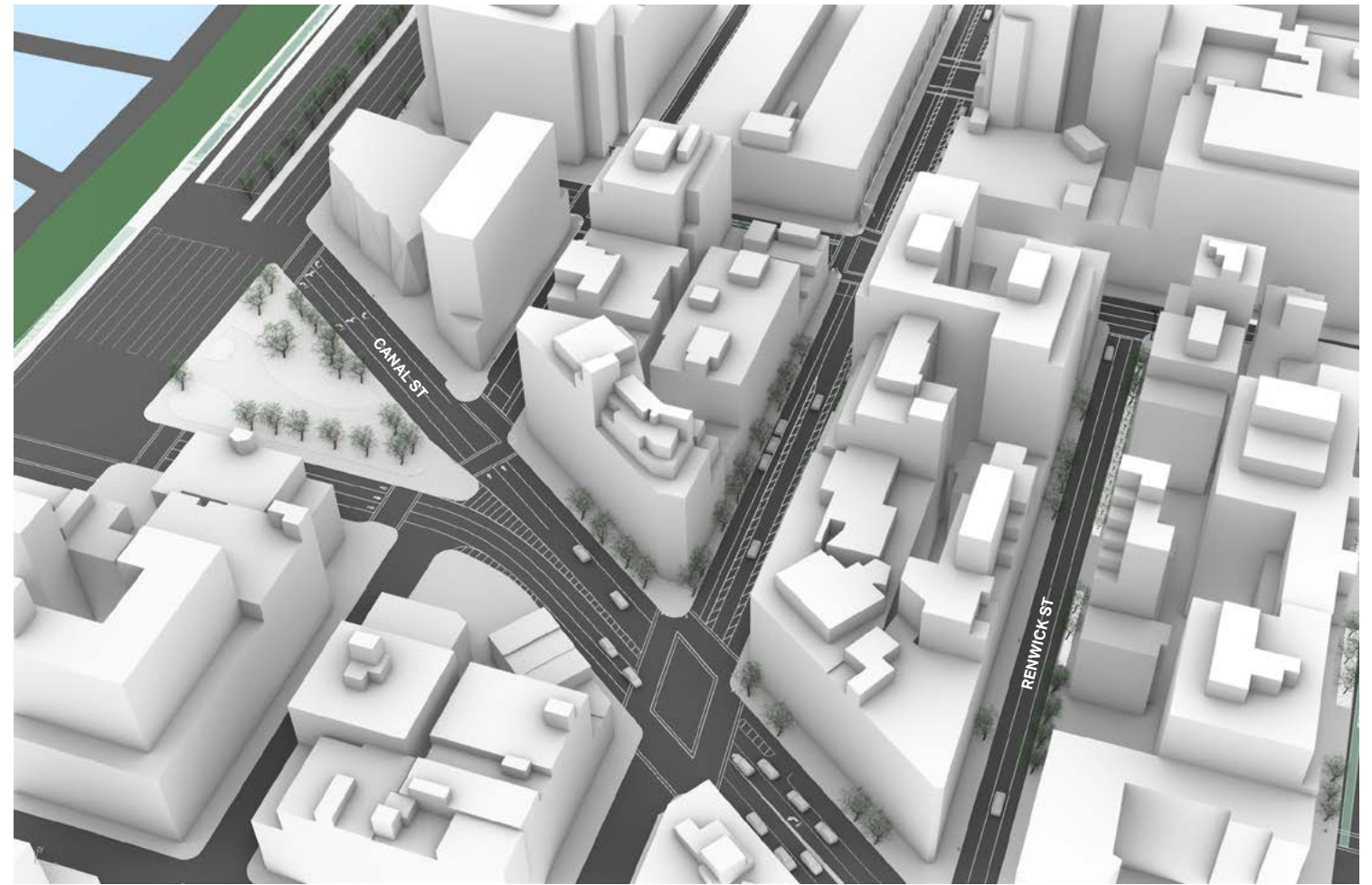
Existing Corridor: Canal to Spring



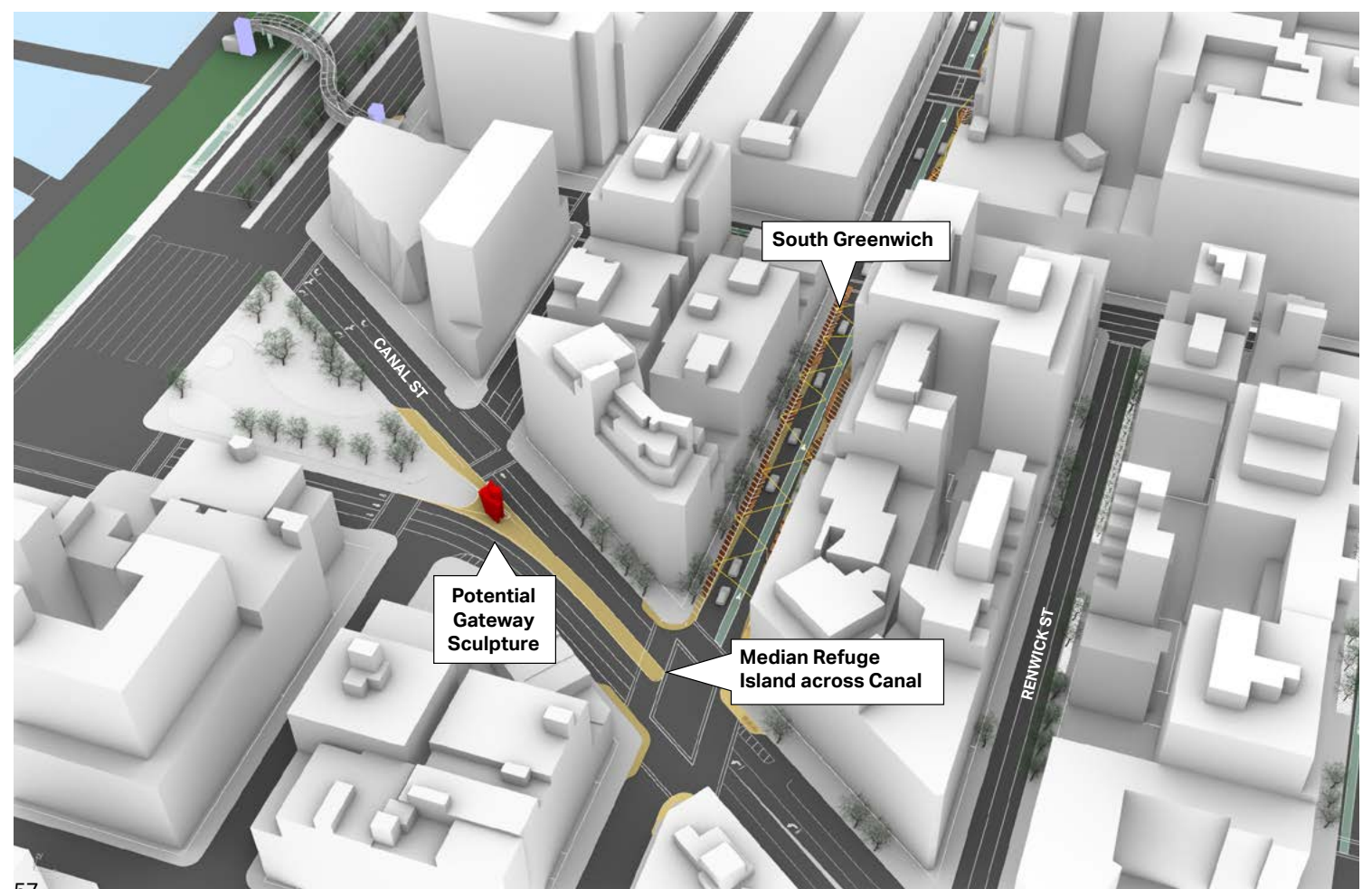
Near-term Improvements: Canal to Spring



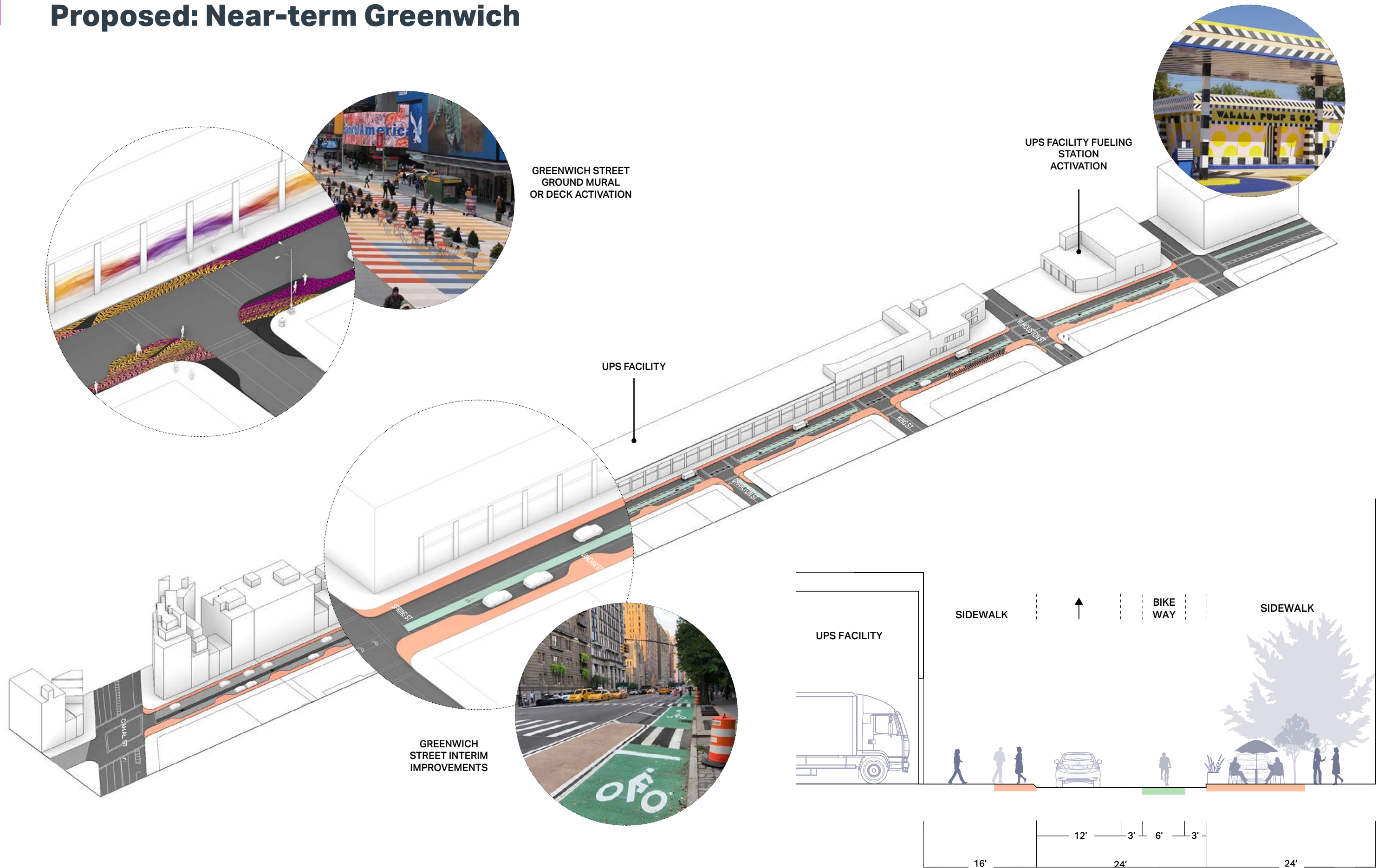
Existing: Spring to W Houston



Interim Improvements: Spring to W Houston



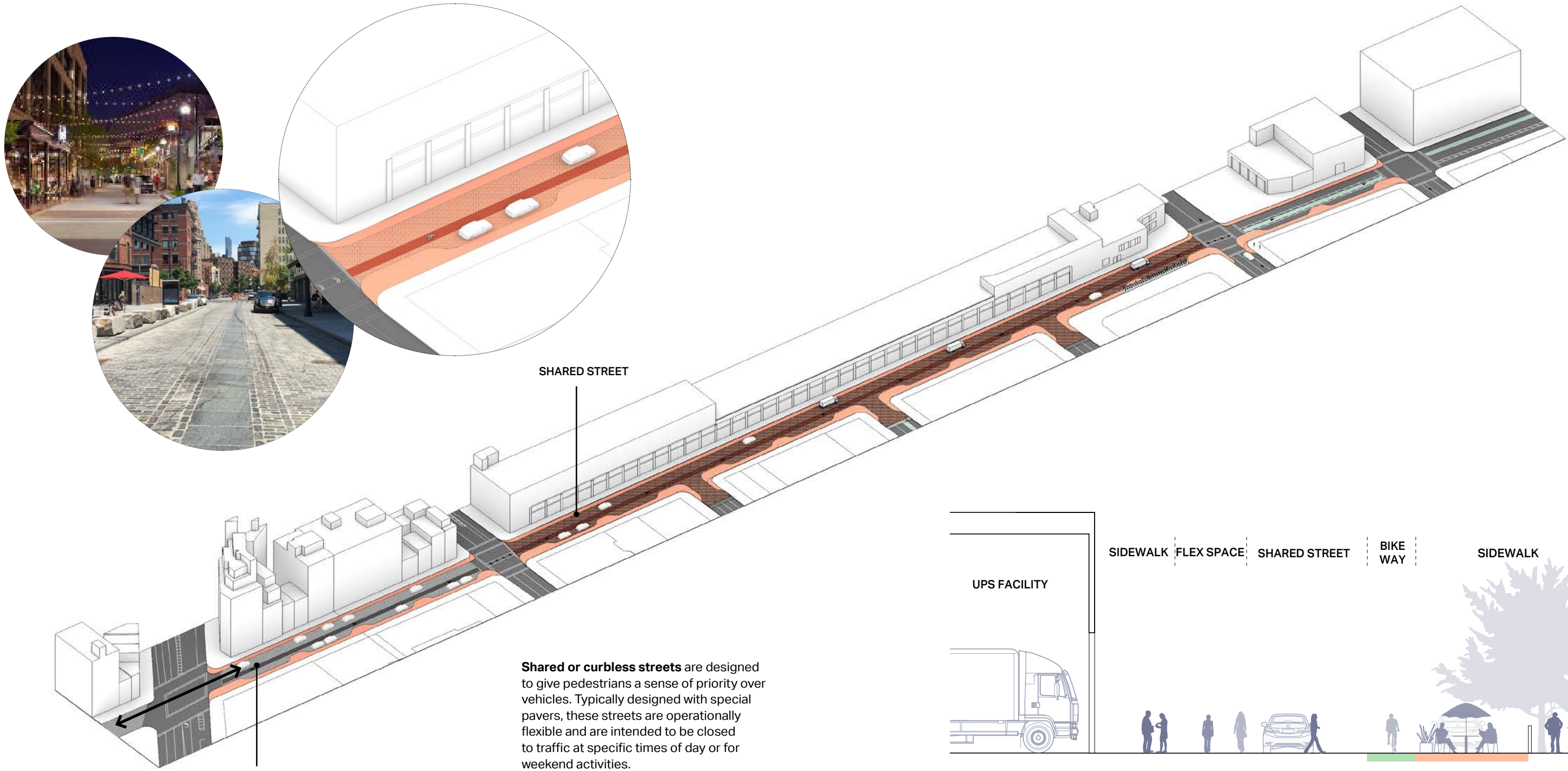
Proposed: Near-term Greenwich





Near-term view of Greenwich Street Deck

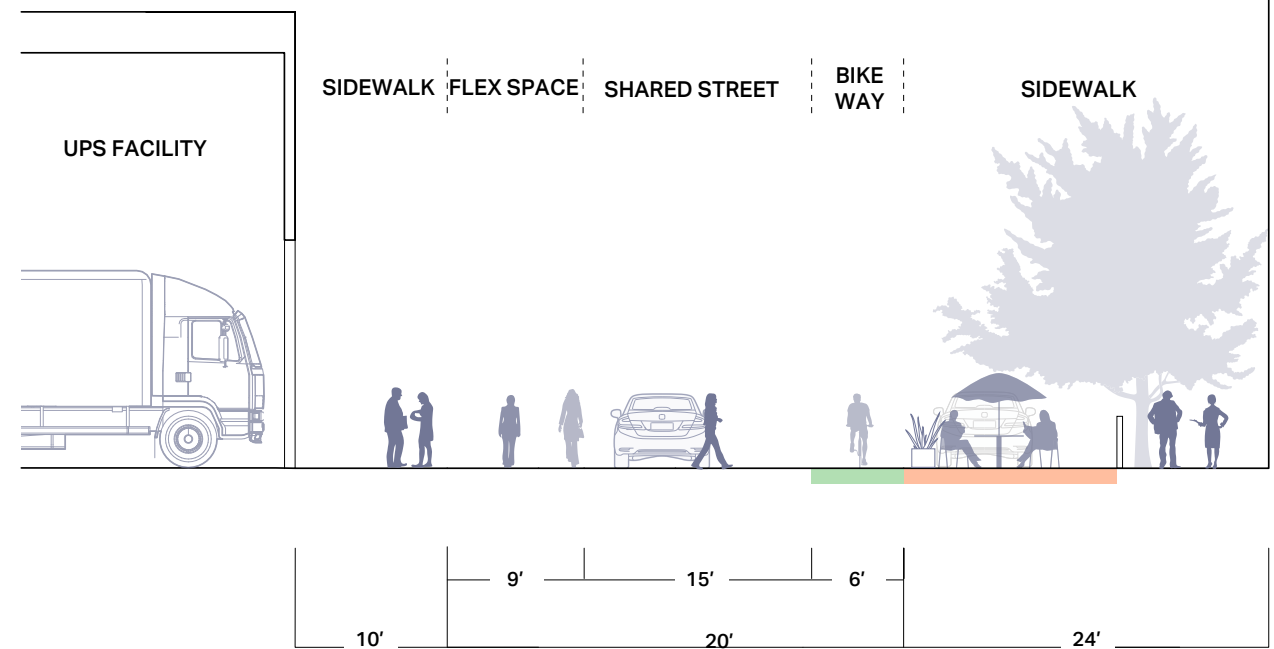
Proposed: Long-term Greenwich



SHARED STREET

COBBLESTONE CONTINUITY WITH TRIBECA

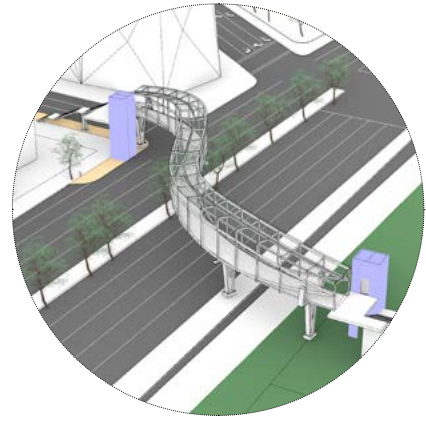
Shared or curbless streets are designed to give pedestrians a sense of priority over vehicles. Typically designed with special pavers, these streets are operationally flexible and are intended to be closed to traffic at specific times of day or for weekend activities.





Long-term view of Greenwich Street

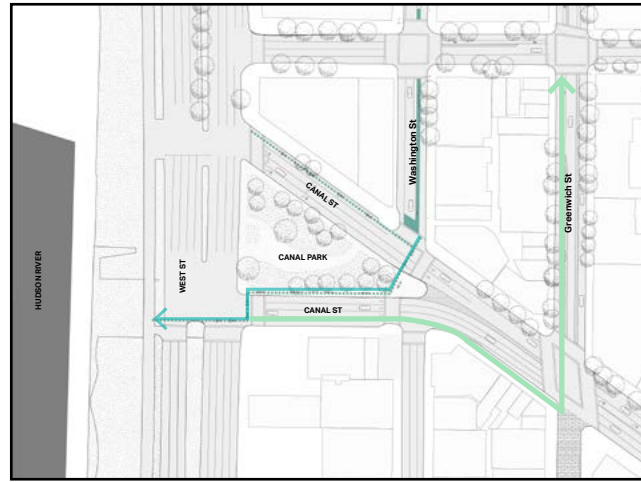
Proposed: Greenwich-Canal



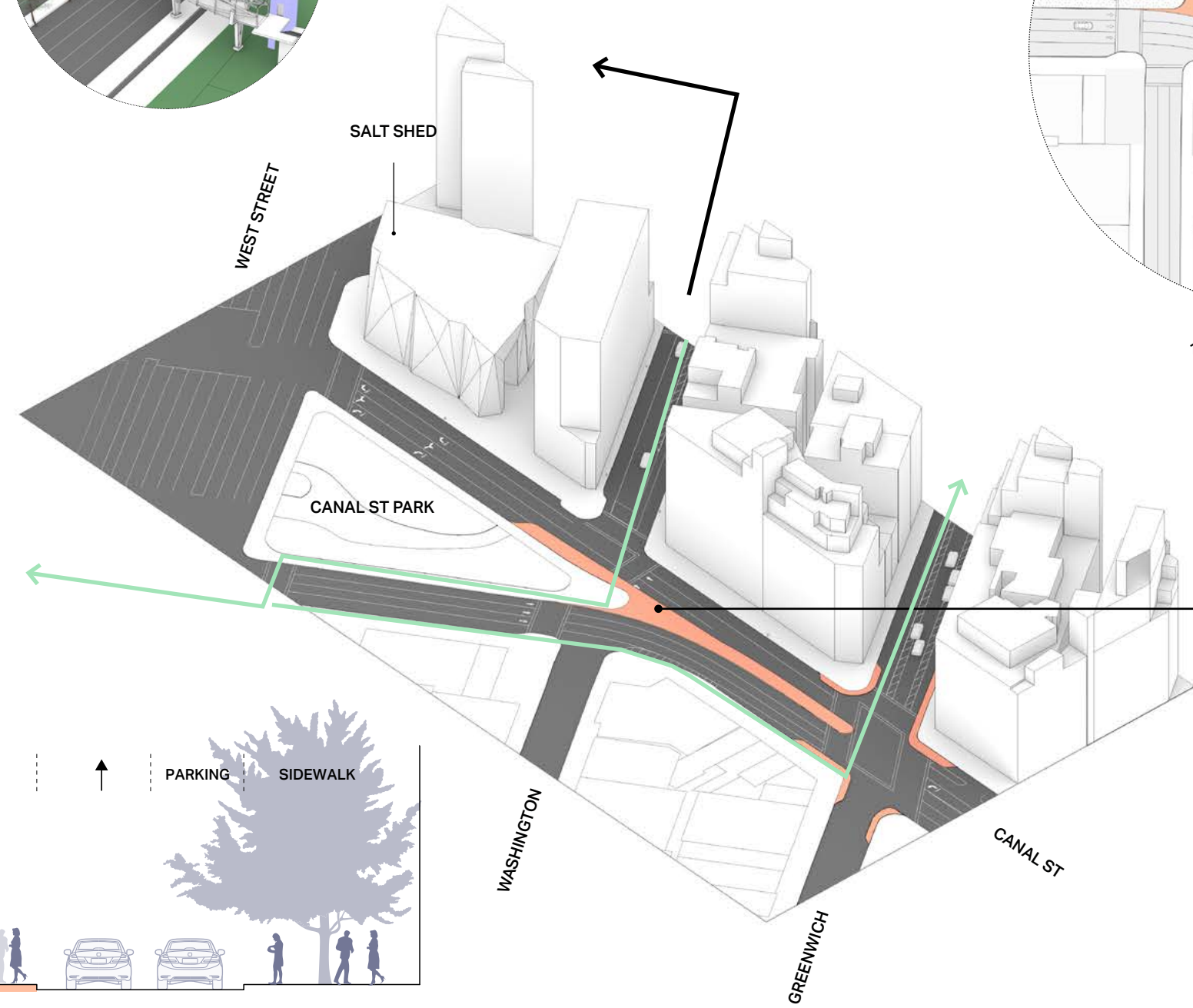
SPRING STREET BRIDGE CONNECTION



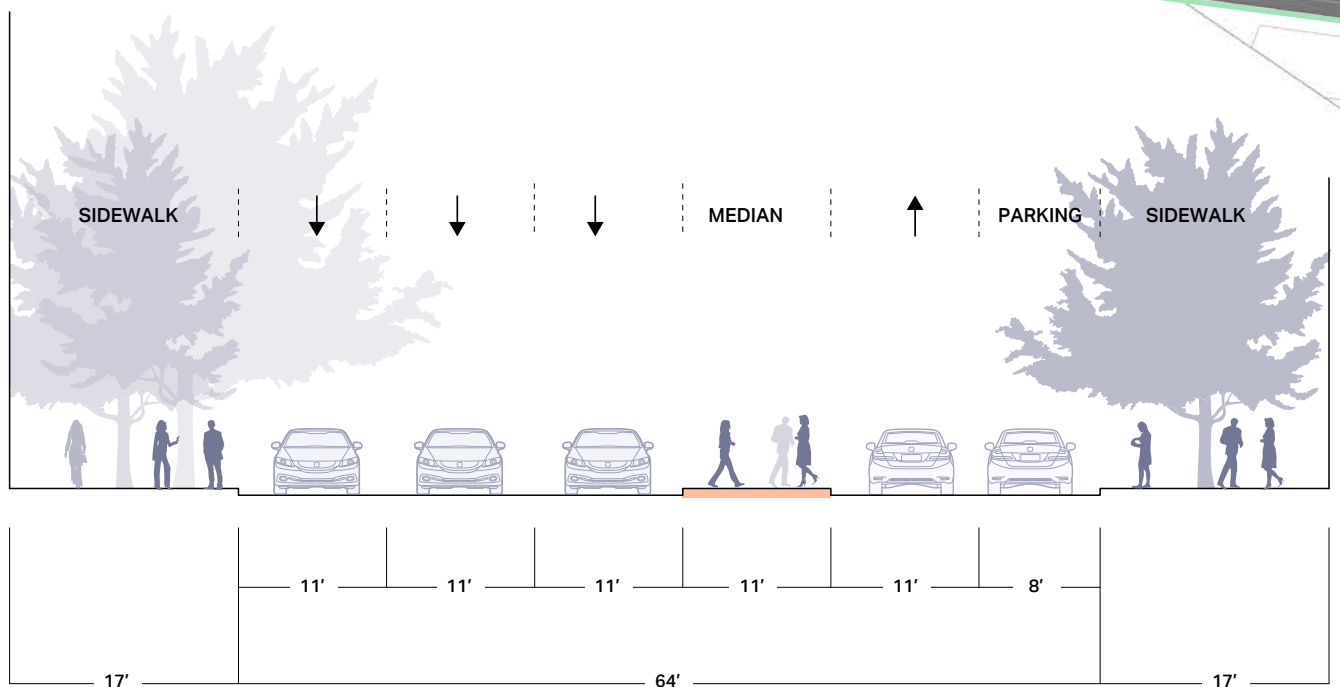
11' MEDIAN AT CANAL STREET



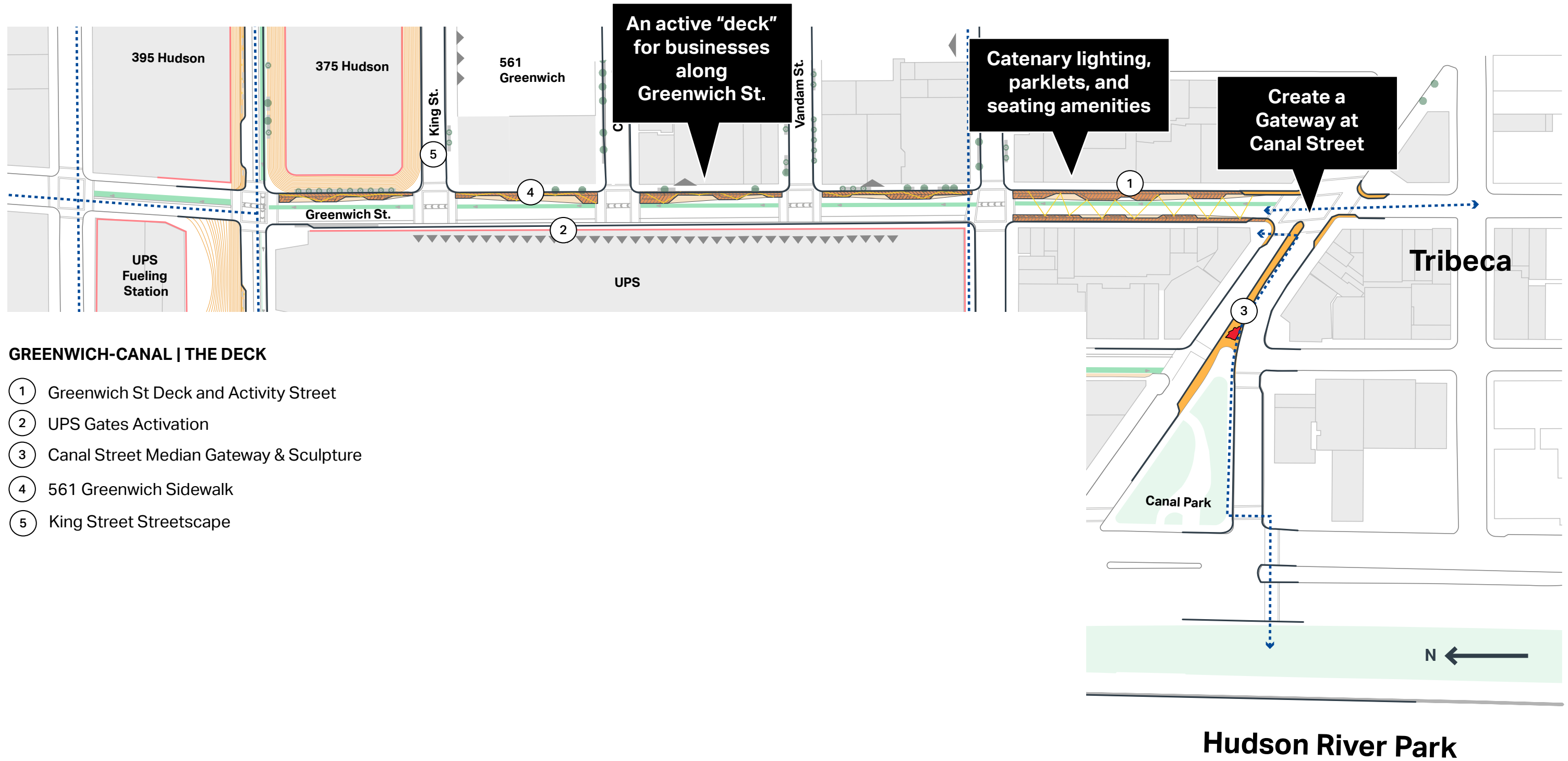
BIKE CONNECTION TO HUDSON RIVER PARK



POTENTIAL SOUTH-WEST GATEWAY



Near-term Plan Southern Gateway



3.4

Crosstown Connection

West Houston St.

A major east-to-west connection running through Hudson Square, West Houston Street plays a critical role in moving traffic, bikes, and pedestrians across the neighborhood. This plan envisions West Houston Street as a complete street that better balances the needs of these modes, while creating an active canvas for the arts at multiple nodes. This vision is anchored by the following elements:

Raised Bikeway & Crosstown Connection

West Houston Street is a logical bike connection for cyclists moving west through the area to Hudson River Park. In place of the existing shared lane markings in place today, the plan views the construction of a raised bikeway as critical to achieving a safer and more direct connection for cyclists.

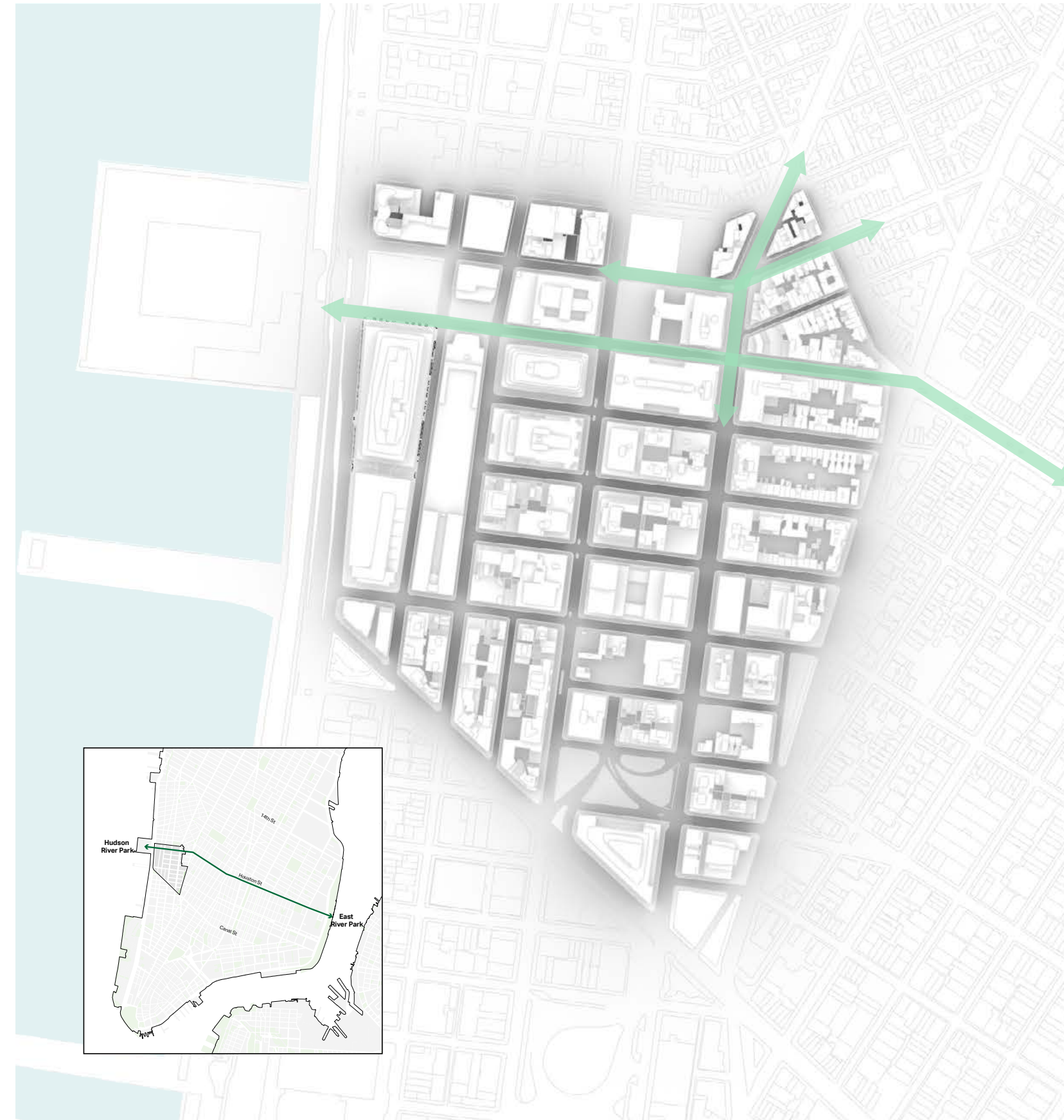
Wider, More Intimate Sidewalks

The experience of walking from

the subway to the west side of Hudson Square today can feel cramped, frazzled, and hurried. Narrow sidewalks and a lack of visual interest contribute to this feeling. To create a more intimate and comfortable space for pedestrians, Hudson Square should reclaim parking spaces along West Houston for pedestrians, widening the sidewalks at key nodes and adding soft lighting, seating, and plantings to bring these spaces to a human scale.

A Canvas Connection

Like Varick Street in the Phase I plan, West Houston Street offers multiple nodes for artist murals and activations, including a gateway at the northeast, loading docks between Varick and Hudson, and the 395 Hudson ground floor. Collectively, these arts interventions can help stitch the street together thematically while drawing pedestrians to the west.



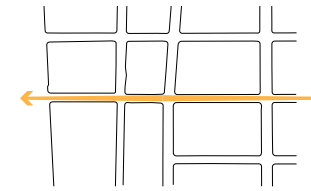
Total Projected Cost: \$5.5 Million

Principles

Hudson Square's northeast gateway is framed by Clarkson Street and West Houston Street. The intersection of Clarkson and 7th Ave. is a recognizable point of entry to the neighborhood where the scale of the city changes dramatically. West

Houston Street, meanwhile, acts as a major east-west artery for pedestrians, bikes, buses, and vehicles. The street is characterized by a sense of motion and vitality links people to both the West Village and Hudson River Park.

Connect



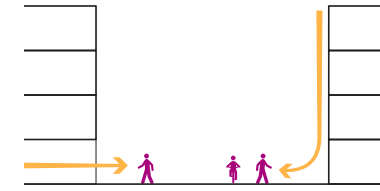
Celebrate W Houston as a "Main Street" connecting through the neighborhood

Balance



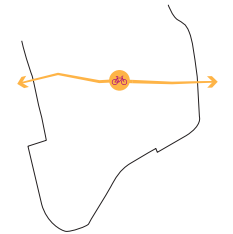
Enhance pedestrian and bicycle access with wider sidewalks and better bike infrastructure

Activate

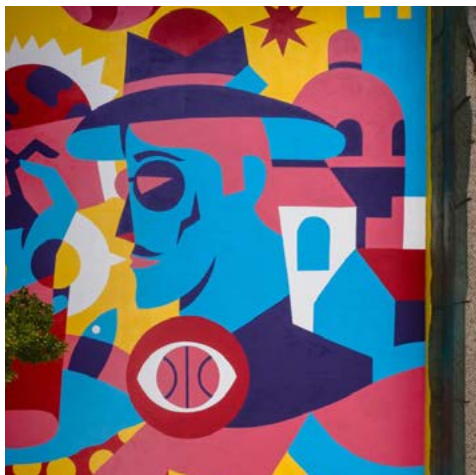


Create more porous and active ground floors while activating blank facades

Innovate



Tie into long-term plans for an East River to Hudson River protected bikeway connection



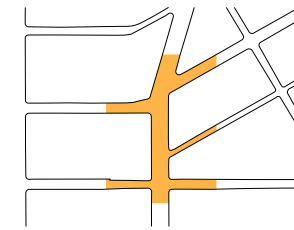
Color



Vibrant



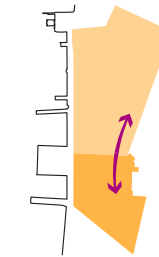
Contrast



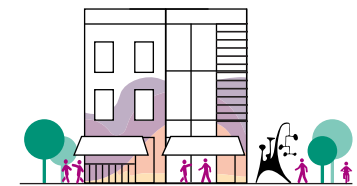
Activate: Create a welcoming gateway into the district with strategic storefront enhancements



Balance: Ensure long-term safety for pedestrian and bicycle crossings



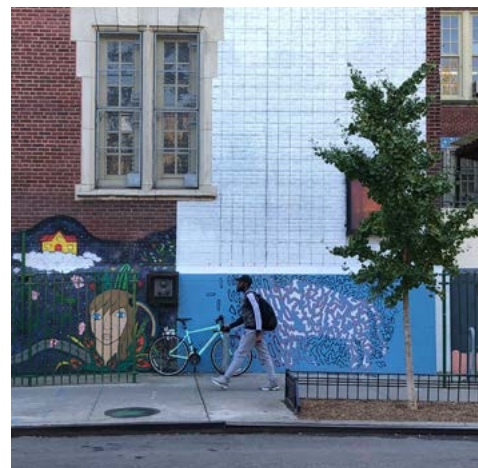
Connect: Create a clear and seamless connection between the West Village and Hudson Square



Innovate: Create a dynamic streetscape through art installations and public realm interventions.



Canvas

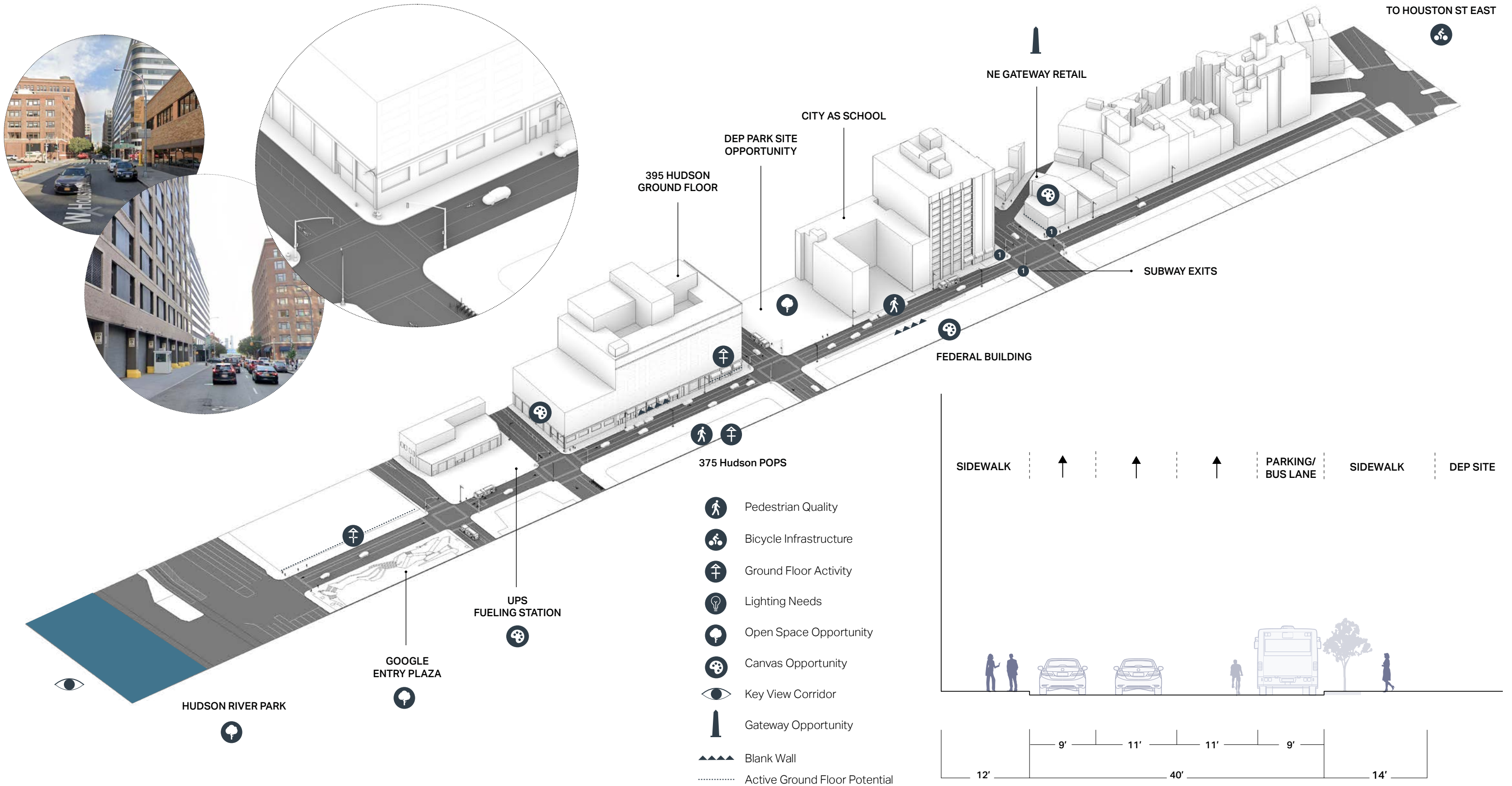


Motion

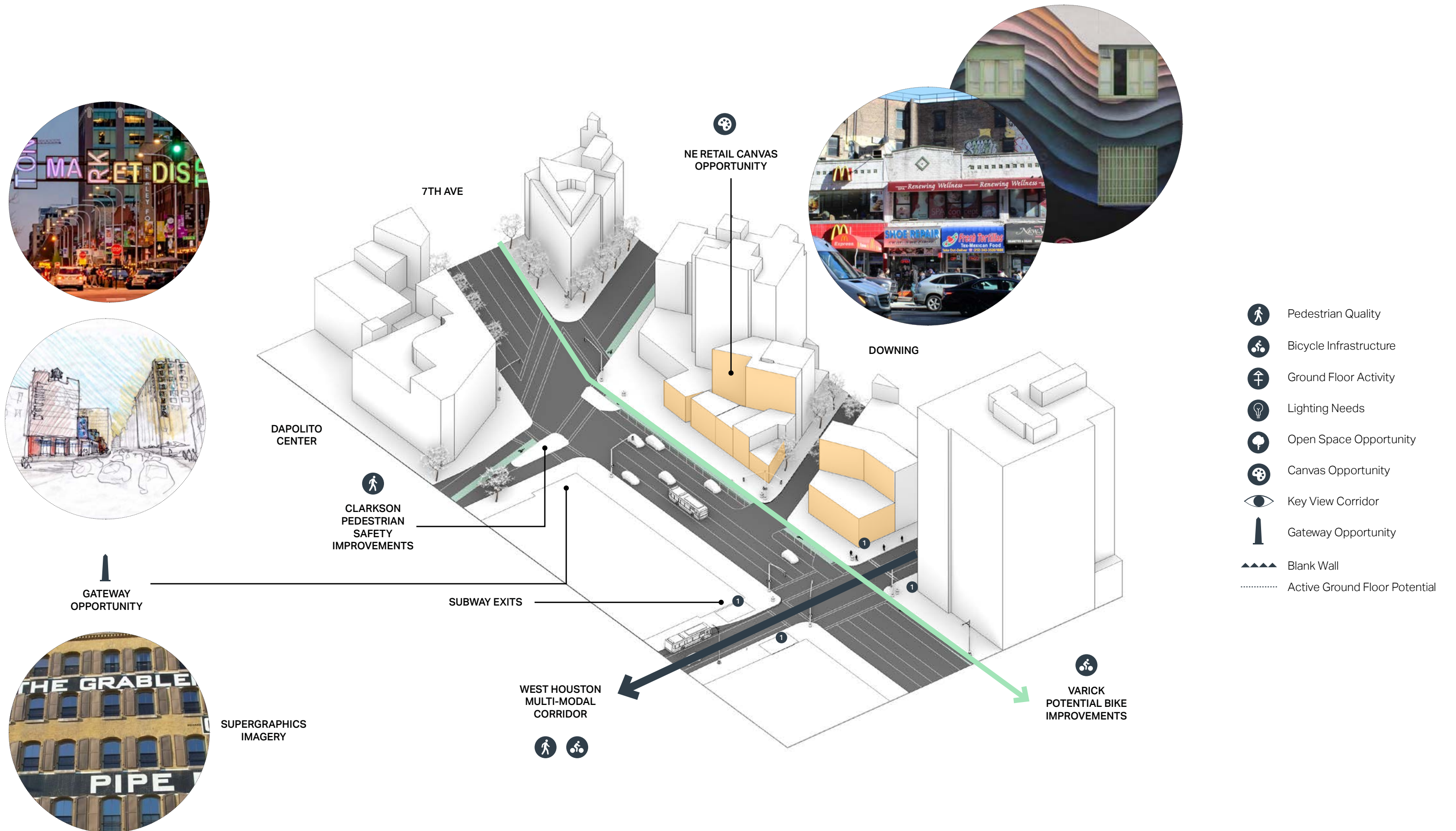


Active

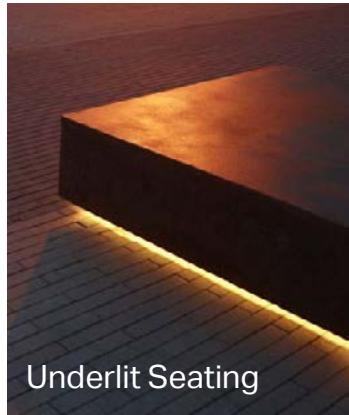
Existing Conditions: West Houston St



Existing Conditions: NE Gateway



Kit-of-Parts



Underlit Seating



Lighting



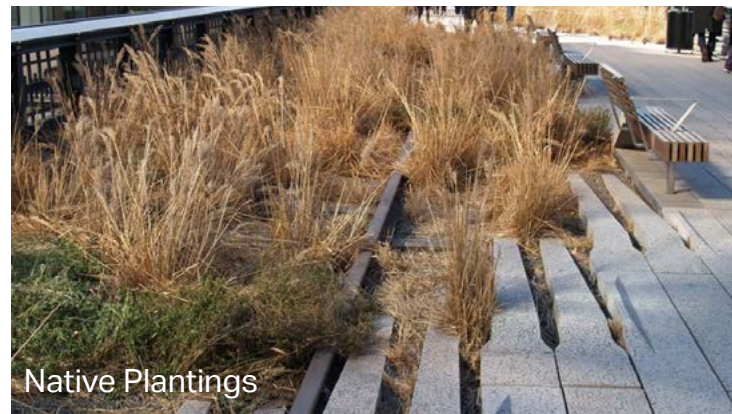
Scoring Lines/Motion



Raised Bikeway



Bumpouts



Native Plantings



Existing Conditions (W Houston St. between Hudson St. and Greenwich St.)



Proposed Conditions (W Houston St. between Hudson St. and Greenwich St.)

Proposed: West Houston St

DEP IMMERSIVE ART SPACE

RAISED BIKEWAY ON SOUTH SIDE OF W HOUSTON

BLANK WALL ACTIVATION

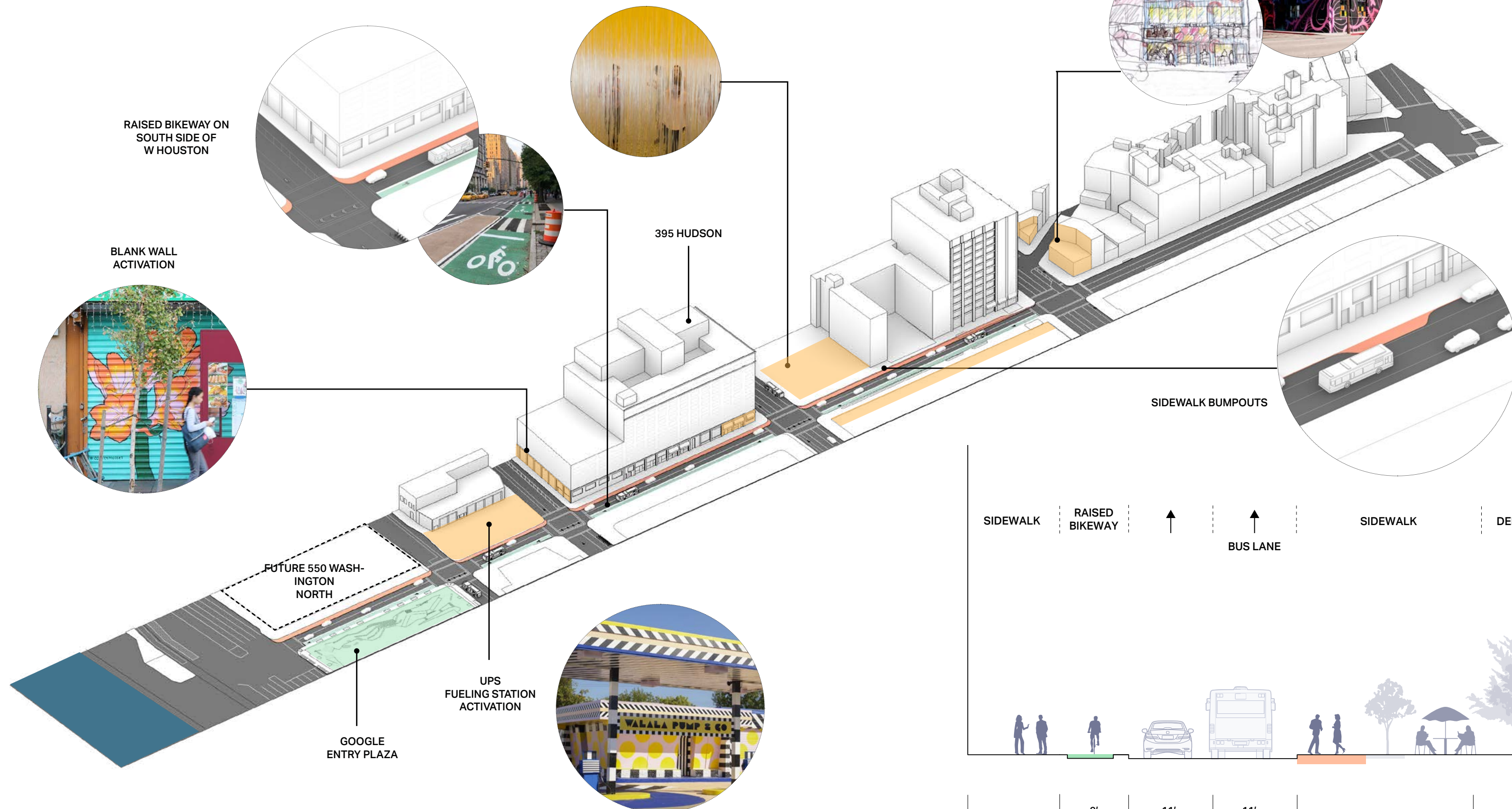
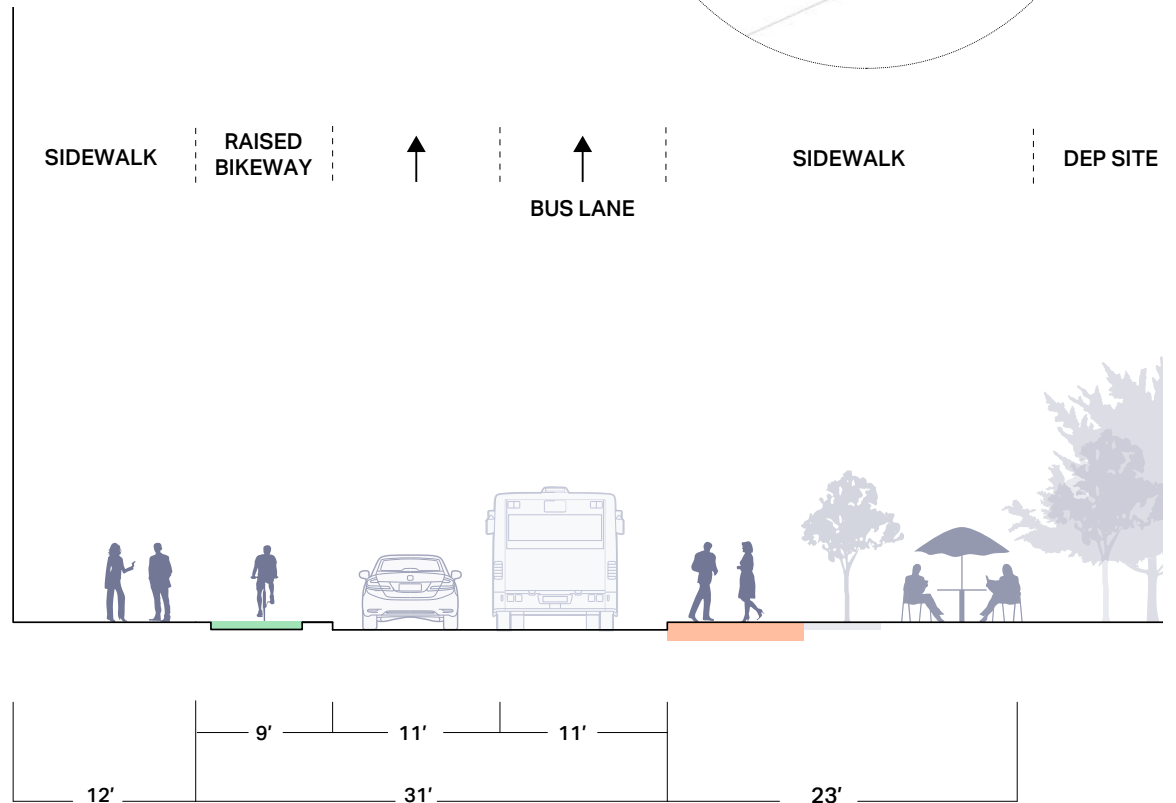
395 HUDSON

SIDEWALK BUMPOUTS

FUTURE 550 WASHINGTON NORTH

UPS FUELING STATION ACTIVATION

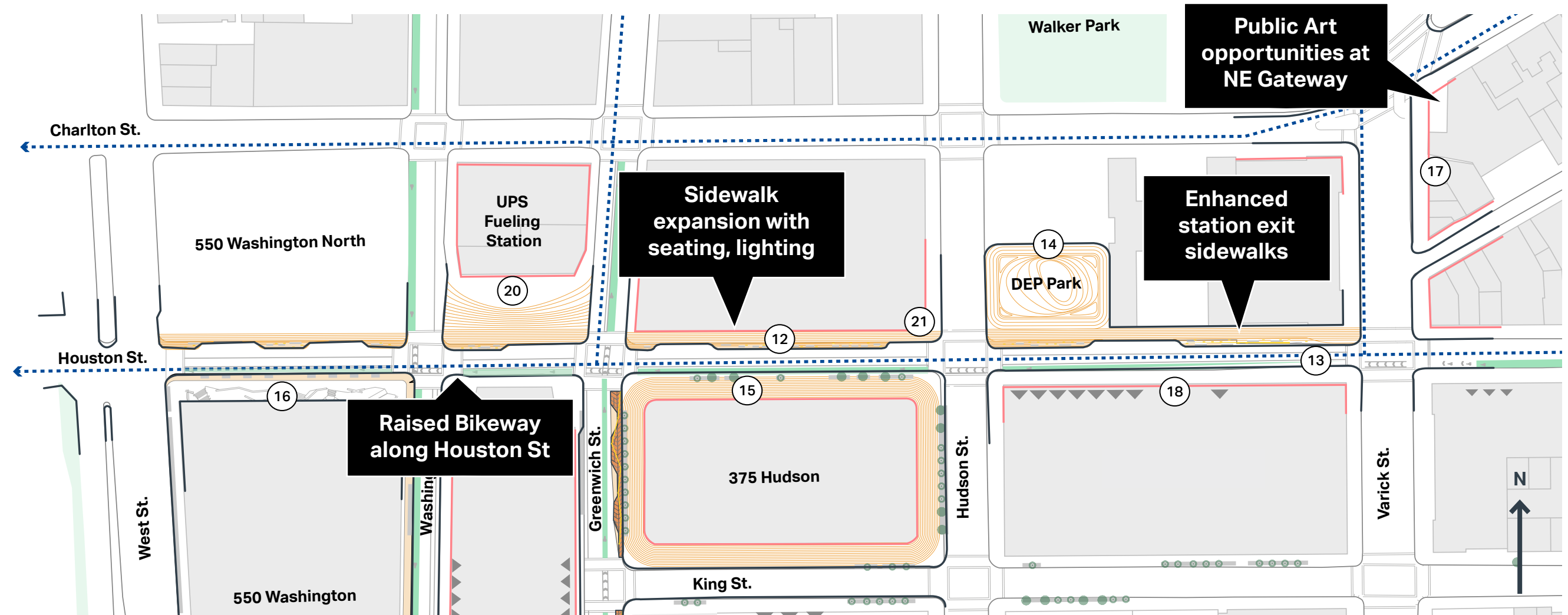
GOOGLE ENTRY PLAZA





Long-term View of West Houston St at Hudson St

Illustrative Plan West Houston St



HOUSTON ST | CROSTOWN CANVAS CONNECTION

- ⑫ Houston St Sidewalk Expansion
- ⑬ Houston St. Raised Bikeway
- ⑭ DEP Immersive Art Park
- ⑮ 375 Hudson POPs
- ⑯ 550 Washington Entry Plaza
- ⑰ NE Gateway Enhancements
- ⑱ 376 Hudson Gates Activation
- ⑳ UPS Fueling Station Ground Mural
- ㉑ 395 Hudson Ground Floor Activations



Raised bikeways are protected bikeways either at the level of the sidewalk or at an intermediate level between the street and the sidewalk. They provide enhanced visibility and protection for cyclists and are typically divided from both pedestrians and traffic by curbs and street furniture.

3.5

Walk to the Water Washington-Spring

Creating a strong and visible connection to the waterfront is essential for Hudson Square. With the construction of 550 Washington, Hudson Square will have a new midblock connection across Route 9A approximately aligned with Charlton Street. This connection, however, is not intuitive or completely accessible to people walking through the neighborhood. As a result, Hudson Square envisions in the near term creating a series of “breadcrumbs” using artworks, lighting, and murals to guide people to the water. These breadcrumbs will form the basis of a new green spine running along Washington Street with elongated planters. In the near term these waterfront walks will be guided by the following interventions:

Rocky Tree Pits

Hudson Square BID intends to expand its Hudson Square Standard tree design by introducing an elongated planter typology with native plantings and easily maintained rock gardens. These planters will be built into the sidewalk currently under construction by 550

Washington.

Sanitation Garage Artwork

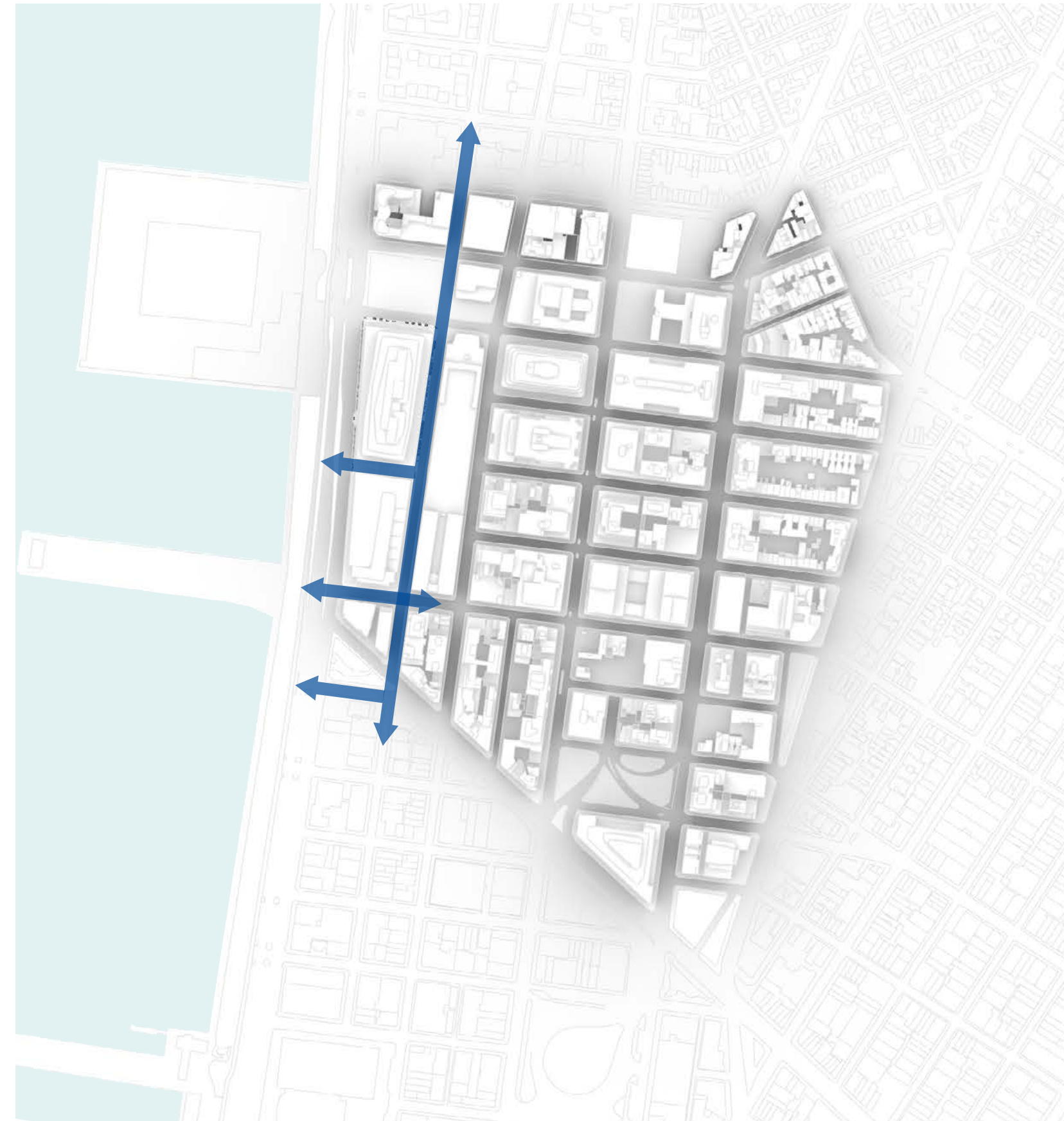
The southwestern corner of the sanitation garage can play host to a temporary mural or lighting artwork that helps direct people to the midblock crossing to the waterfront. This intervention can emphasize the connection between Spring Street and Hudson River Park in the near term.

Spring Street Bridge

In the long-term, the BID envisions an experiential, iconic pedestrian bridge creating a direct connection from Spring Street to Hudson River Park. This bridge, like the Salt Shed, should be an iconic gateway to the neighborhood, with sweeping views of the Hudson river.

Enhanced Lighting

With the arrival of new offices, Washington Street stands to benefit from improved lighting that can increase the sense of safety at night. Improved lighting will help better connect businesses on Spring and Greenwich Street to 550 Washington and residences along the west side.



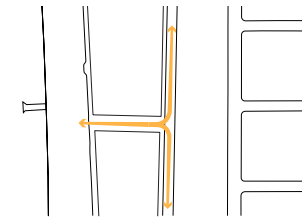
Projected Short-Term Cost: \$500,000
Projected Bridge Cost: \$40 Million

Principles

Washington Street, with the UPS Terminal and Sanitation Garage, remains a largely industrial street with active trucks, loading, and unloading. Interventions and streetscape treatments should build on,

rather than ignore, this industrial character, using clear industrial lighting and green, rocky plantings where appropriate.

Connect



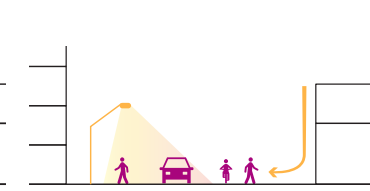
Use wayfinding and design strategies to ensure a clear public connection to the planned mid-block crossing at Charlton St

Balance



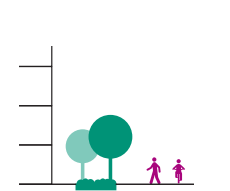
Balance the needs of trucks and logistics with a safe street for bicyclists and pedestrians

Activate

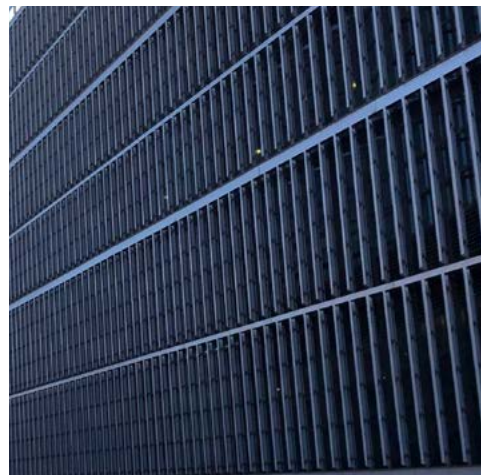


Use lighting and facade activation as a "breadcrumb" approach to bring pedestrians north to the new midblock crossing.

Innovate



Create a new street tree standard that responds to planned tree pits along northern Washington St



Industrial



Light



Textured



Green

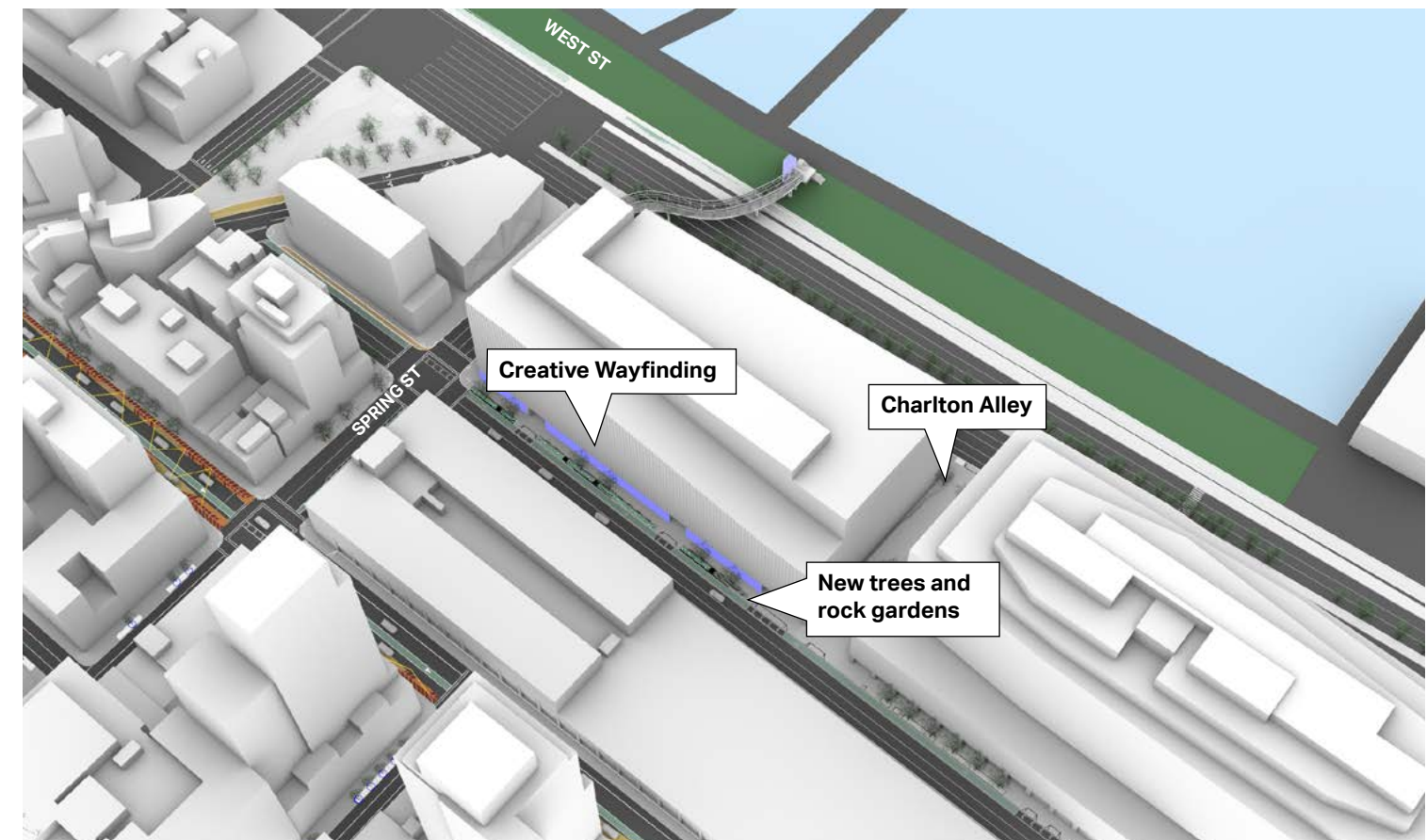


Gateway

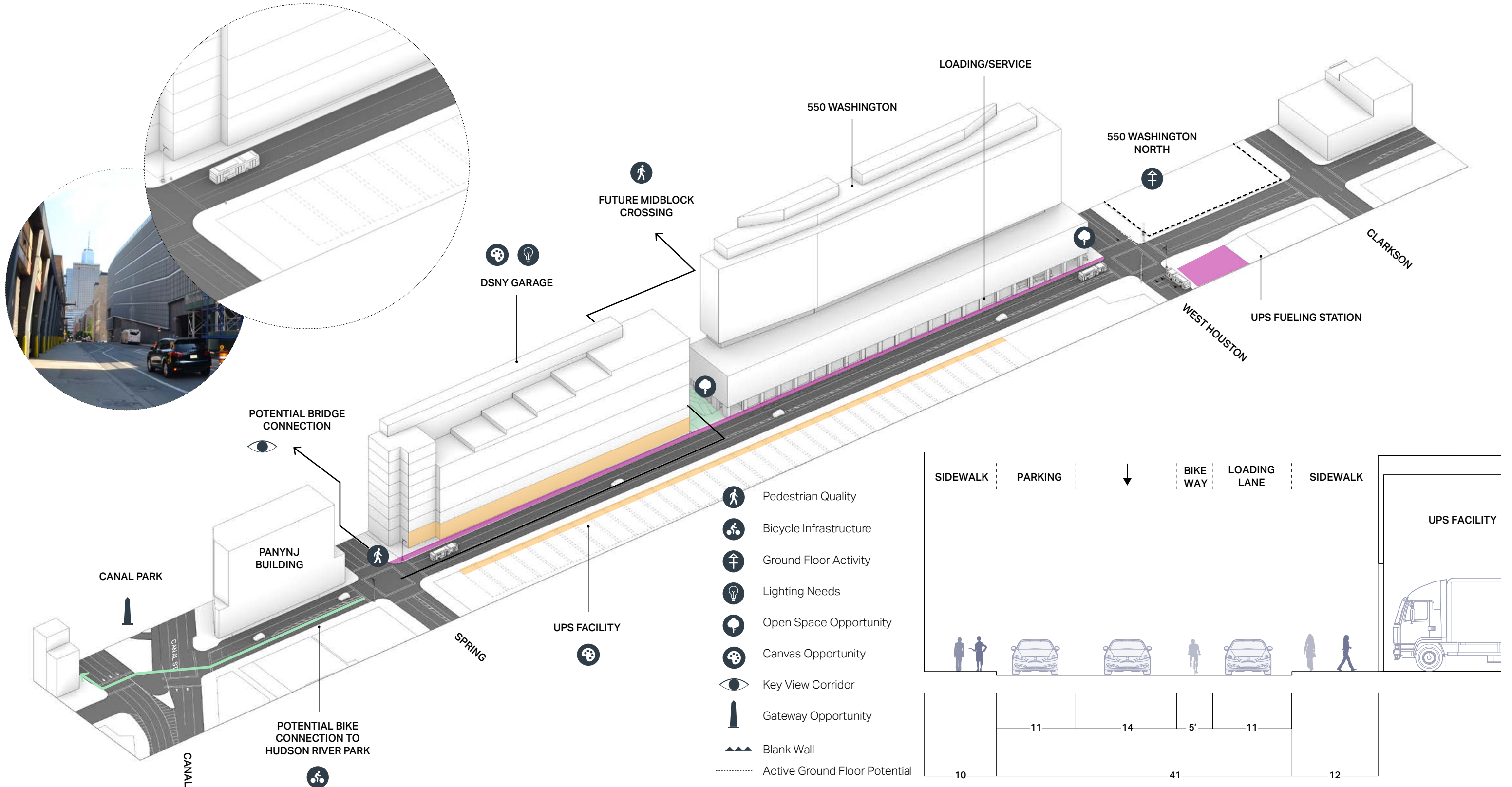


Granular

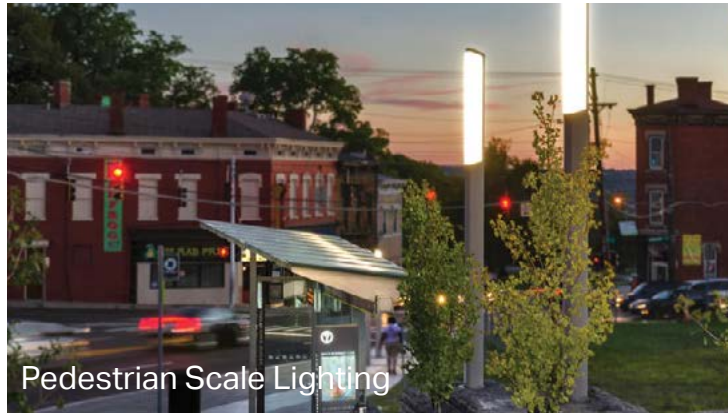
Proposed Conditions



Existing Conditions

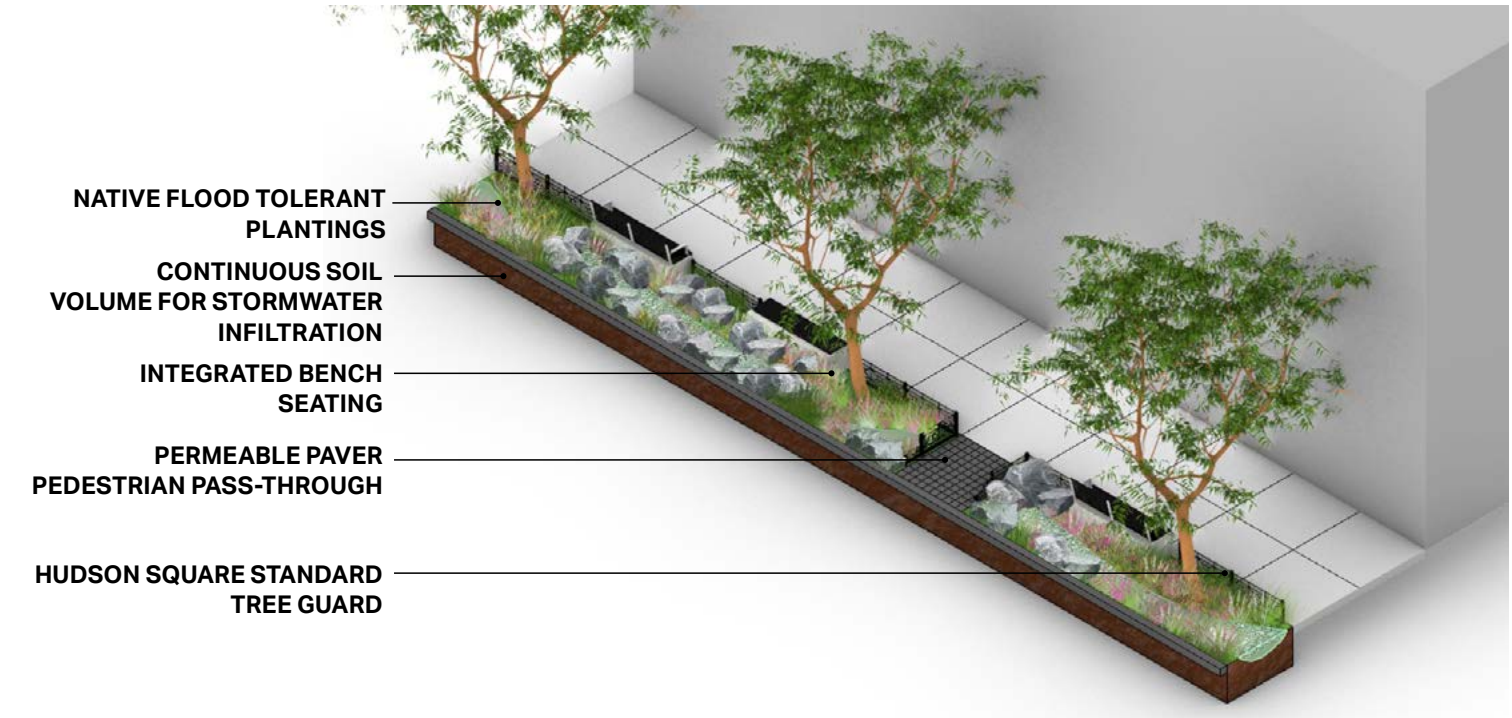


Kit-of-Parts

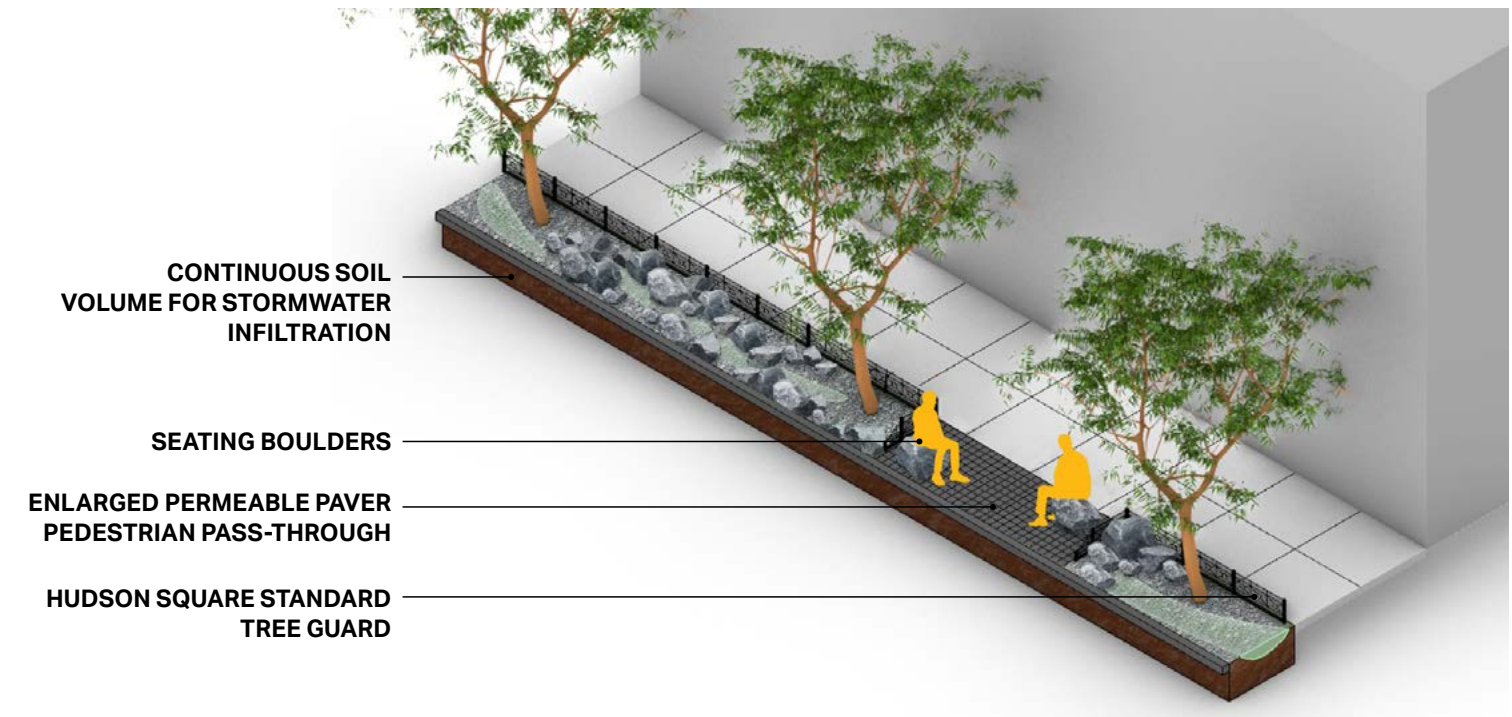


Continuous Tree Pit

Continuous Tree Pit with Rocks, Plantings, Integrated Seating and Tree Guards

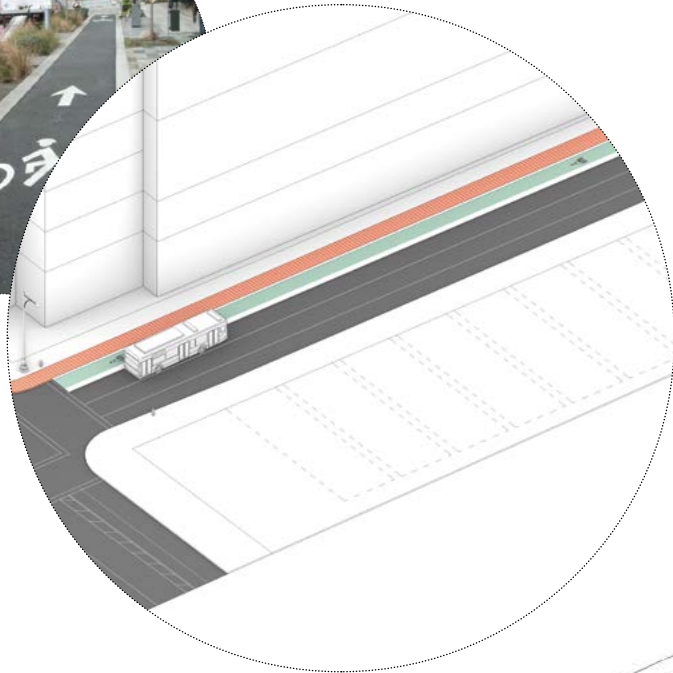


Continuous Tree Pit with Rocks, Seating Boulders and Tree Guards



Proposed: Washington St

ELONGATED TREE PITS SOUTH OF CHARLTON



550 WASHINGTON

550 WASHINGTON NORTH

CLARKSON

WEST HOUSTON

DSNY GARAGE

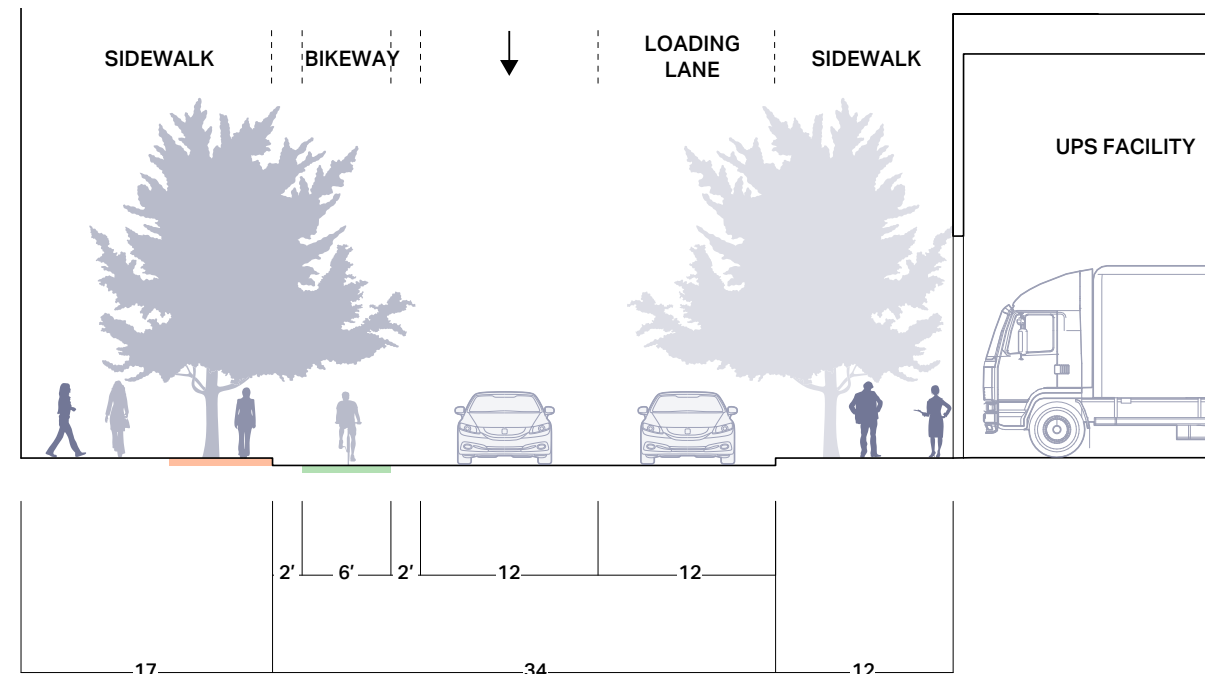
UPS FACILITY

SIDEWALK WIDENING SOUTH OF SPRING

SPRING

LIGHTING ACTIVATION ON DSNY GARAGE

CANAL





Washington Street: Enhanced Lighting



Washington Street: Lighting Intervention



Washington Street: Wall Mural

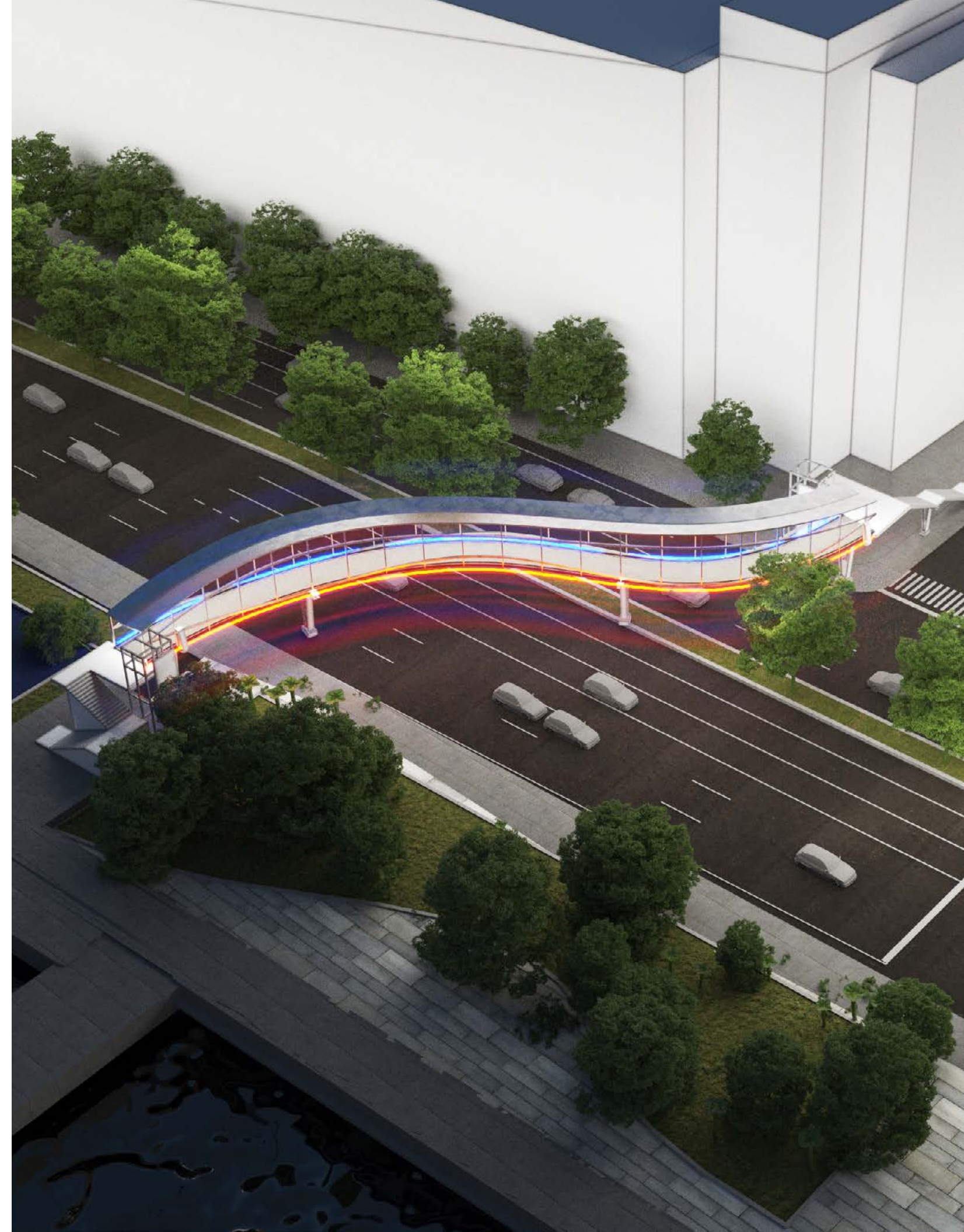
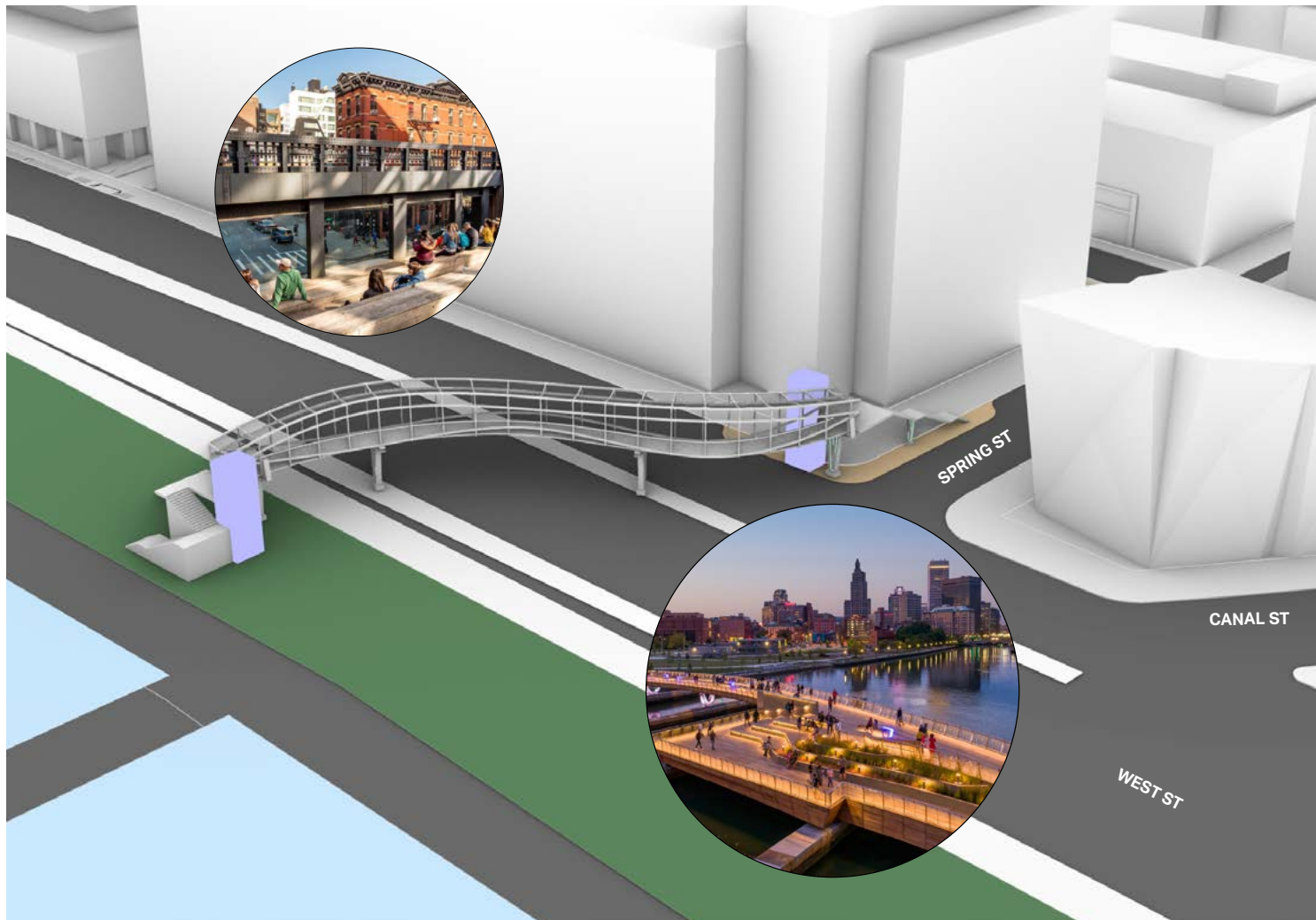


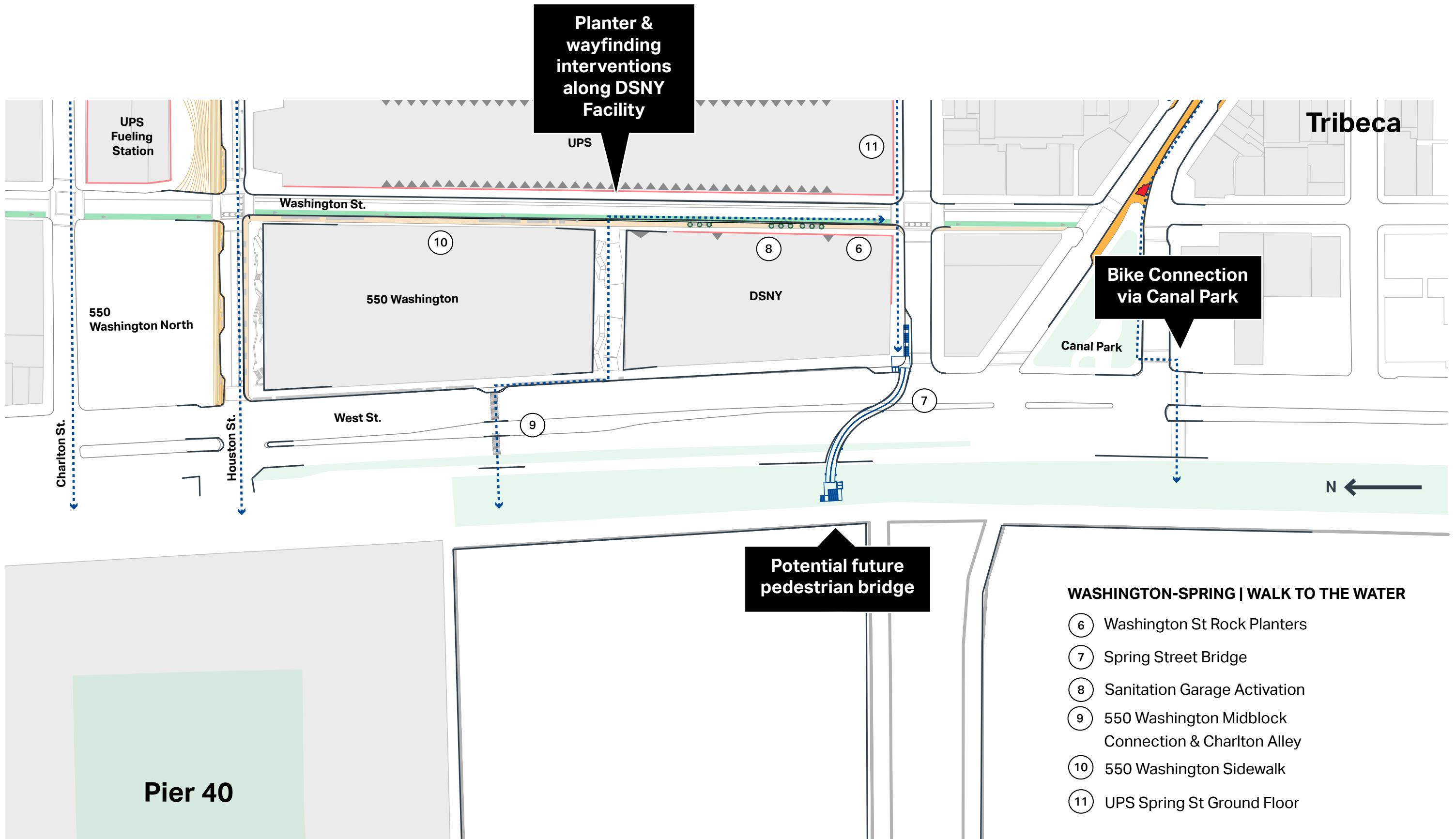
Washington Street: Projection

Spring Street Bridge

Creating a pedestrian bridge across Spring Street could have significant positive economic benefits for Hudson Square and surrounding neighborhoods, enriching its connection to the Park while creating a new pedestrian access point

and experience focused on the water. Many cities have used bridges as platforms for tourism, economic activity, and placemaking. Hudson Square can explore that concept in the long-term at Spring Street.







Appendix

"Rain Garden" Plant Palette

Shrubs



Inkberry
Ilex glabra 'Shamrock'
*NYCDEC Recommended for Rain Gardens



Summersweet
Clethra alnifolia 'Hummingbird'
*NYCDEC Recommended for Rain Gardens



Virginia Sweetspire
Itea virginica 'Little Henry'
*NYCDEC Recommended for Rain Gardens



Swamp Rose
Rosa palustris
*NYCDEC Recommended for Rain Gardens

Grasses



Sedge
Carex pennsylvanica



Japanese Sedge
Carex morrowii 'Ice Dance'
*NYCDEC Recommended for Rain Gardens



Tufted Hairgrass
Deschampsia cespitosa



Fountain Grass
Pennisetum alopecuroides
*NYCDEC Recommended for Rain Gardens



Northern Sea Oats
Chasmanthium latifolium
*NYCDEC Recommended for Rain Gardens

"Rain Garden" Plant Palette

Perennials



Siberian Iris
Iris sibirica 'Butter and Sugar'



Windflower
Anemone canadensis



Woods Purple Aster
Aster 'Wood's Purple'



Purple Cornflower
Echinacea purpurea 'Kim's Knee High'
*NYCDEC Recommended for Rain Gardens



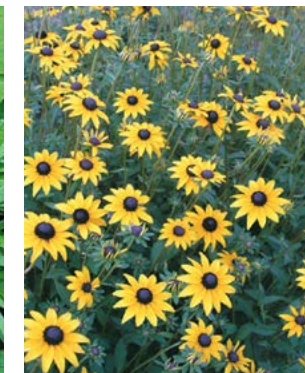
Blue Flag Iris
Iris versicolor
*NYCDEC Recommended for Rain Gardens



Catmint
Nepeta x. faassenii 'Walker's Low'
*NYCDEC Recommended for Rain Gardens



Lily Turf
Liriope muscari 'Monroe White'
*NYCDEC Recommended for Rain Gardens



Black-Eyed Susan
Rudbeckia fulgida 'Goldstrum'
*NYCDEC Recommended for Rain Gardens



Tickseed
Coreopsis 'Red Shift'
*NYCDEC Recommended for Rain Gardens

Material Opportunities

Street Surfaces



Stone Pavers
Brighton, UK



Concrete and Brick
Assembly Row, Somerville, MA



Cobble Pavers and Brick
Cady's Alley, Washington DC



Cobble Pavers
Washington, DC



Exposed Agg Concrete and Brick
Asheville, NC



Concrete Unit Pavers
Indianapolis, IN



Graphic and Movable Furnishings
Doyers St, New York, NY



Colored Concrete
Seattle, WA

