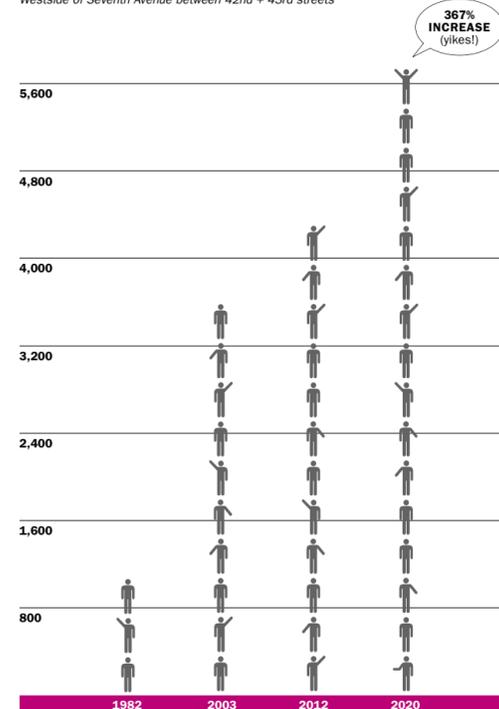




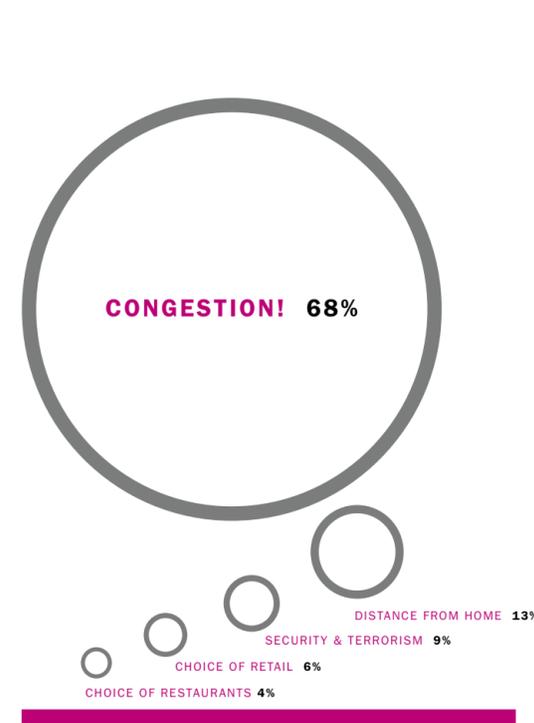
**Increase in Weekday Pedestrian Counts  
1982 - 2020** afternoon 15-minute peak

Westside of Seventh Avenue between 42nd + 43rd streets



Source: Philip Habib Associates

**Top Five Reasons People Would Consider  
Working Somewhere Other Than Times Square**



Source: Survey of 2,350 Times Square Employees

**PRINCIPLES + ADMONITIONS**

Ten things leading artists, architects and planners told us to keep in mind as we work to improve Times Square

Balance the different elements that give Times Square its energy.

Recognize the diversity of who and what is here, as well as the layers of history.

Create places where people can stop, meet and observe.

Make Times Square a place to which New Yorkers want to come.

Look for opportunities to reinforce and recognize what is authentic, what is historic.

Allow for the exhibition of creativity, through distinctive design, public art and small-scale performances.

Re-think the relationships between pedestrian and vehicular spaces.

Think of Times Square as an ever-changing theater set, with both fixed and changing elements.

Look for ways to make the horizontal plane as exciting and dynamic as the vertical.

Keep it simple and don't over-design.

**Design:** Worldstudio  
**Photo Credits:** front cover, Corbis; back cover, Nelson Bakerman  
**Credits:** inside spread, circular photos from left to right-  
**1.** Duffy square re-design, by William Fellows Architects LLC with James Kotronis, Judith Heintz Landscape Architect, Kugler Architects Associates; **4.** Tibor Kalman, Everybody, The 42nd Street Art Project, photo by Maggie Hopp, courtesy of Creative Time; **5.** 42nd Streets Studios, by Piatt, Byard & Dovel Architects; **6.** Bus Shelter, by Cemus; **8.** Madison Avenue BID news boxes, by Karim Rashid



**TIMES SQUARE ALLIANCE** works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon for entertainment, culture and urban life for almost a century.



Times Square Alliance  
 1560 Broadway, Suite 800  
 New York, NY 10036

**THESE STREETS WERE  
MADE FOR WALKIN'**

Solving public space and pedestrian problems in and around Times Square.



**PROBLEM: "PEDLOCK"  
& STREETScape SCHLOCK**

The streets are packed to the point of paralysis, and the streetscape is ordinary at best.

**WHILE TIMES SQUARE IS GORGEOUS** from the neck up, it needs a makeover from the neck down. More people than ever walk its streets, and the demands on this singular space have grown enormously. Times Square is New York's manic version of a town square. It is alternately (and often simultaneously) the world's most condensed theater district, a booming commercial and corporate center, a broadcast studio, and an event venue. And while it is spectacular on the vertical plane, its ground plane - the streetscape - is ordinary at best and ugly at worst. Finally, because of the over-crowding, it is literally a public safety hazard, as thousands of people a day are forced to walk in the street.

- Times Square pedestrian spaces are insufficient to handle current demands.
- Pedestrian overcrowding produces "pedlock," impeding movement on sidewalks, and creates a public safety hazard as people are forced into the street.
- The streetscape is ordinary at best - especially for a world-class public space.
- Growing transit ridership, tourism and residential development will bring even busier streets.
- There are no good spaces for "observing" Times Square.



Streetscape of shame: proliferating news boxes, fortress-like planters, ugly newsstands and unregulated vendors.

# SMART, SNAPPY SOLUTIONS

Ten down-to-earth things to start doing now.



Build the award-winning design for Duffy Square.



"Wire" the bowtie by placing power and sound cables underground as is done near Times Square Studios.



Design creative multifunctional bollards for the Times Square area.



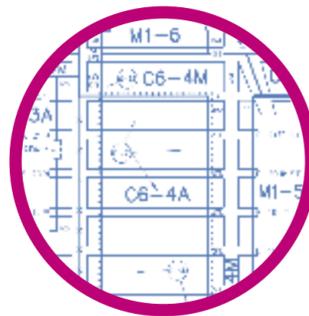
Create spaces throughout the district for public art and performance.



Encourage and recognize higher quality design throughout the district, like the New 42nd Street Studios.



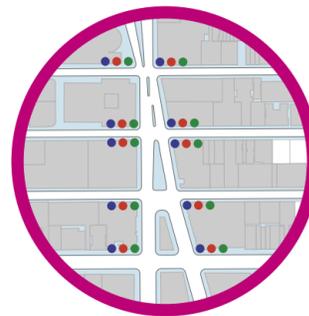
Enliven the horizontal plane with distinctive street furniture that is unique to Times Square.



Explore zoning regulations to encourage new design approaches.



Develop multiboxes to relieve sidewalk clutter.



Better regulate the number, and look of street vendor stands.

**TIMES SQUARE ALLIANCE** partnered with the Design Trust for Public Space to undertake a series of workshops with creative and thoughtful people who care deeply about this area. The group worked to identify what has been thrilling about the world's best-known public space, and then thought about how to celebrate and preserve that spirit in a list of key recommendations.

Although the workshops focused on the Bowtie, many recommendations addressed issues that challenge the entire Times Square district. The districtwide recommendations will complement changes in the Bowtie and would create a dynamic vocabulary that recognizes each area's distinctiveness, while also establishing a coherent design for the district.

## BOWTIE SOLUTIONS

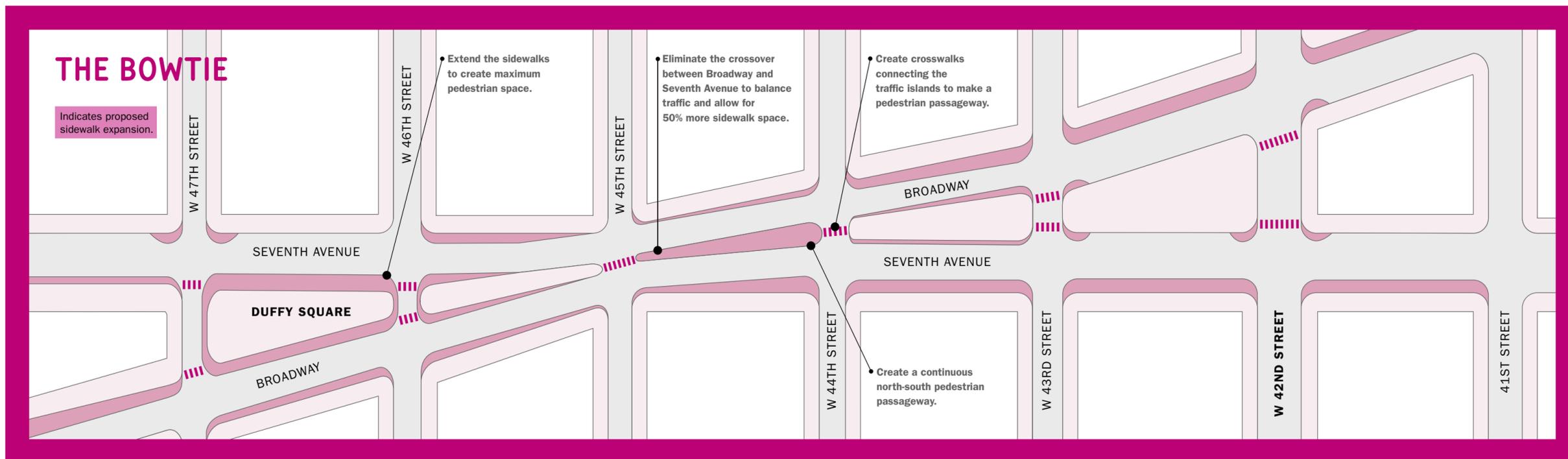
**Expand and rebuild Duffy Square** to create a central gathering place, distinguished by iconic architecture that will set the standard for rest of the ground plane.

**Alter the center islands to create 50% more sidewalk space**, places for observation, temporary public art, and greater security standoff.

**Investigate new ways to regulate traffic.** Include revised signal timing, temporary or partial street closings, and flexible boundaries between vehicles and pedestrians.

**"Wire" the Bowtie** to allow broadcasters and event organizers to "plug in" to different spots and create conduits for security technology and elements as needed.

**Provide spaces and opportunities for public art** and small-scale performance that reinforce Times Square's creativity, energy and edge.



## DISTRICTWIDE SOLUTIONS

**Explore enlivening the horizontal plane** by enhancing sidewalks or streets using high-quality, distinctive materials where practical. Redesign street furniture.

**Encourage and recognize good design** in buildings, signs and public spaces to enhance the street-level experience for pedestrians.

**Look at ways in which zoning regulations can be modified** to embrace new technologies and to enliven Times Square's perimeter.

**Design security elements that are creative,** aesthetically pleasing and appropriate to Times Square.

**Reduce sidewalk clutter** by eliminating excess street furniture and better regulating vending, so that it can exist here, but still reflect the best of New York.

