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 overcrowding, 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 the sidewalks, and creates a public safety hazard.
• The streetscape is ordinary at best — especially for a world-class public space.
• There are no good spaces for “observing” Times Square.

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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.

PRINCIPLES + ADMONITIONS

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

1. Balance the different elements that give Times Square its energy.
2. Recognize the diversity of who and what is here, as well as the layers of history.
3. Create places where people can stop, meet and observe.
4. Make Times Square a place to which New Yorkers want to come.
5. Look for opportunities to reinforce and recognize what is authentic, what is historic.
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7. Look for ways to make the horizontal plane as exciting and dynamic as the vertical.
8. Allow for the exhibition of creativity, through distinctive design, public art and small-scale performances.
9. Look for opportunities to reinforce and recognize what is authentic, what is historic.
10. Re-think the relationships between pedestrian and vehicular spaces.

THREE grants provided ways to manage presence.
Three buses in all six areas for spring, fall and summer, and additional areas.

Near Times Square.

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

Design: Worldstudio

Photo Credits: front cover, Corbis; back cover, Nelson Bakerman


Source: Philip Habib Associates

Source: Survey of 2,350 Times Square Employees

FPO
SMART, SNAPPY SOLUTIONS

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

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 the area. The group aimed to identify what has been thrillng about the world’s best-known public space, and then thought about how to celebrate and preserve that spirit in a way that resonates far beyond it.

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, streets and public spaces. Support cultural institutions for public architecture.

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 regulating vending, so that it can still exist here, but better reflect the best of New York.

Build the award-winning design for Duffy Square.

Create spaces throughout the district for public art and performance.

Design creative multifunctional bollards for the Times Square area.

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.

THE BOWTIE

THE DISTRICT

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