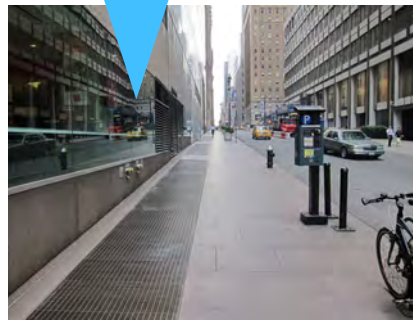
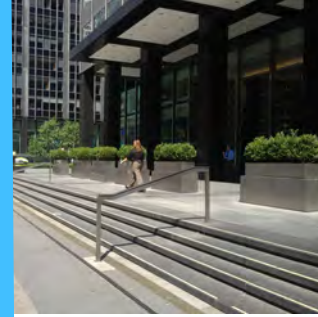


Welcome Back!



East Midtown
Places For People



JRCo



Gehl



Our Team

Skanska

Our Vision

**A vision plan for the public spaces in
East Midtown NYC.**

**Designing world-class streets;
Creating a world-class district**



Our Goals

Achieve goals for East Midtown that have been stated by the community:

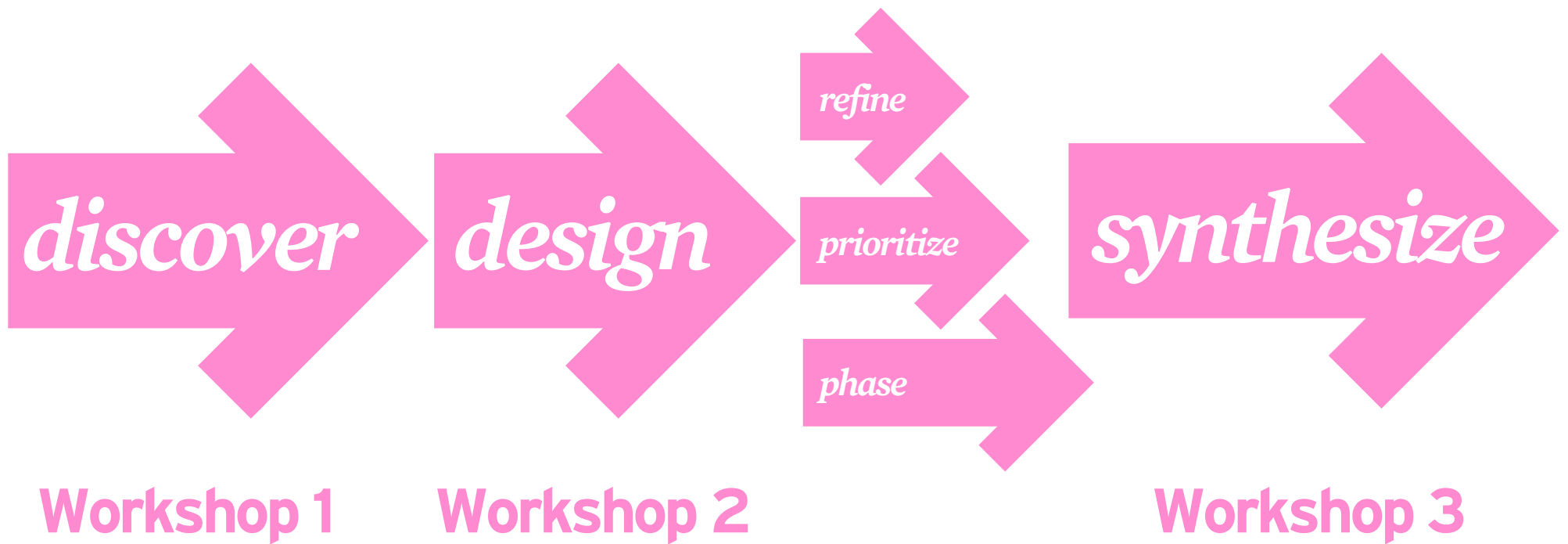
- 1. A civic engagement process to prioritize the design and implementation of public realm improvements.**

Our Goals

Achieve goals for East Midtown that have been stated by the community:

2. **A vision with implementable strategies that make East Midtown a 21st century world-class business district.**

Our Roadmap



Workshop #1

We heard *what*
qualities are
important – and
where we should
focus



Site

Columbus Circle

Times Square

Port Authority

Penn Station

Bryant Park

Grand Central

42nd

Broadway

Bro

Hudson River

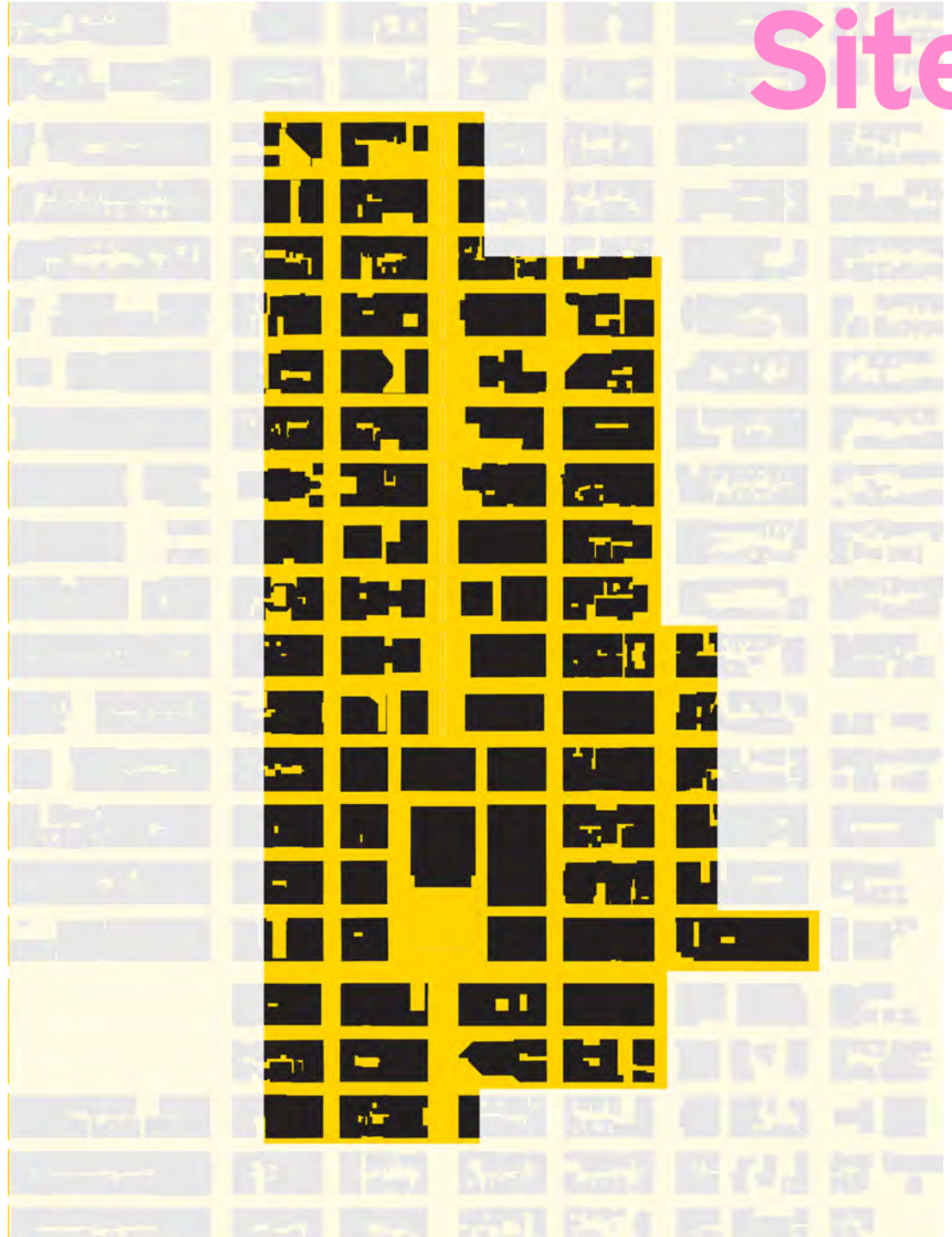
East River

30%
of East Midtown is
streets

4%
open space



60 acres
of East Midtown is
streets



Site



**Greenery,
foliage, trees**



**Open
Space**



**Art, Color,
Patterns**



**Fun, Active
Playful**



**Gradation
Changes**



**More
Seating**



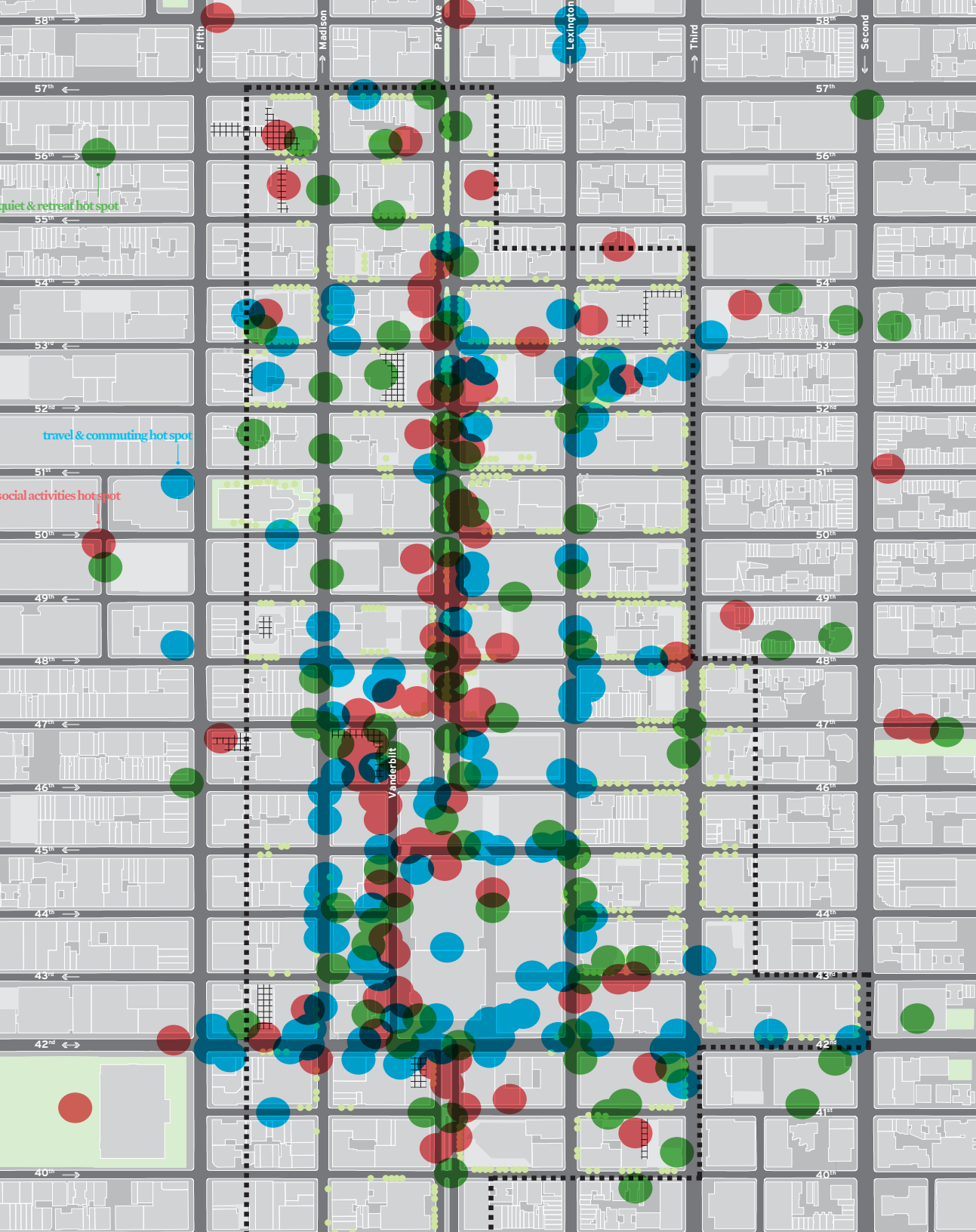
**Wayfinding
& Lighting**



**Flexible
Space**



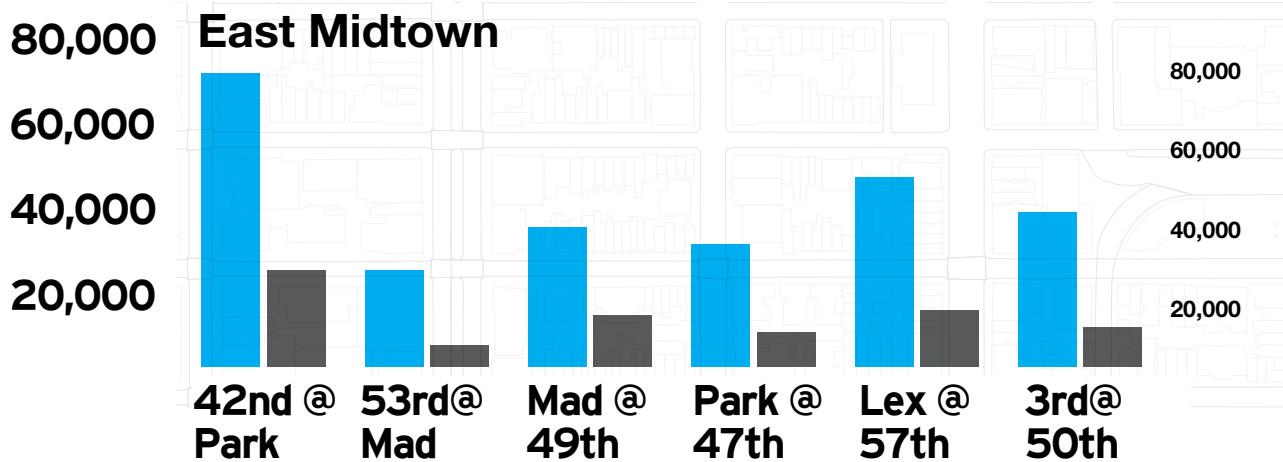
**Smoother
Circulation**



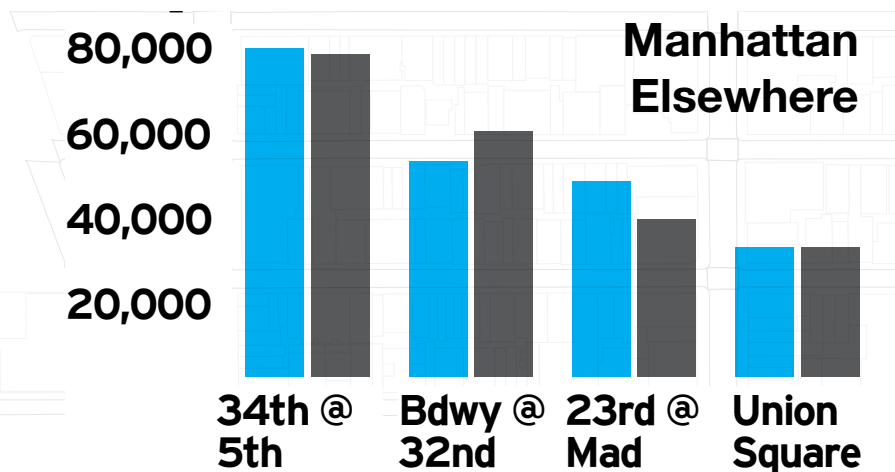
Important Locations

commuting
socializing
retreating

We went out
to *observe*
and *survey*

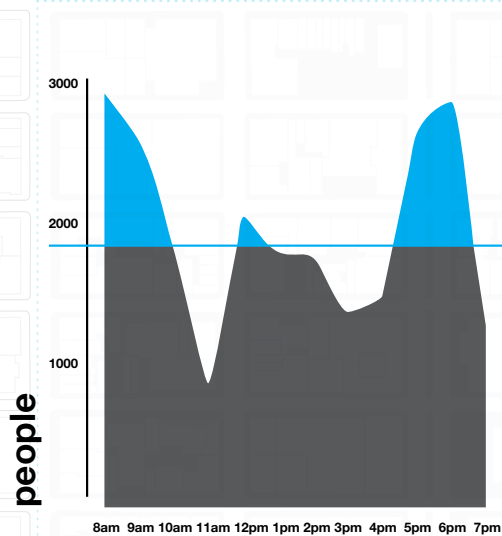


Daily pedestrian volume comparisons

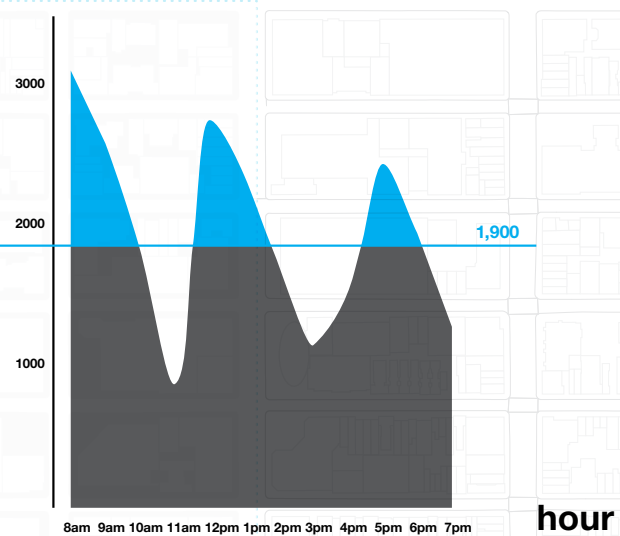




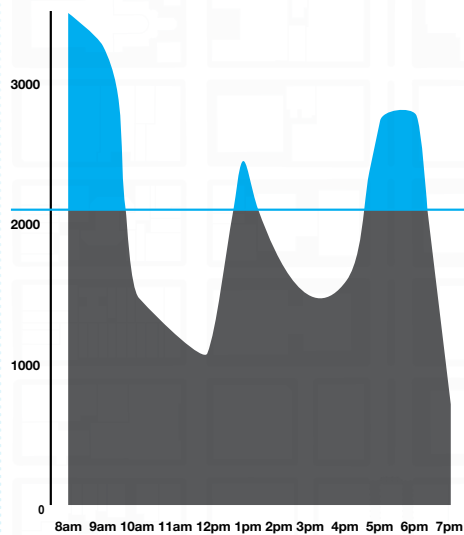
people
using space



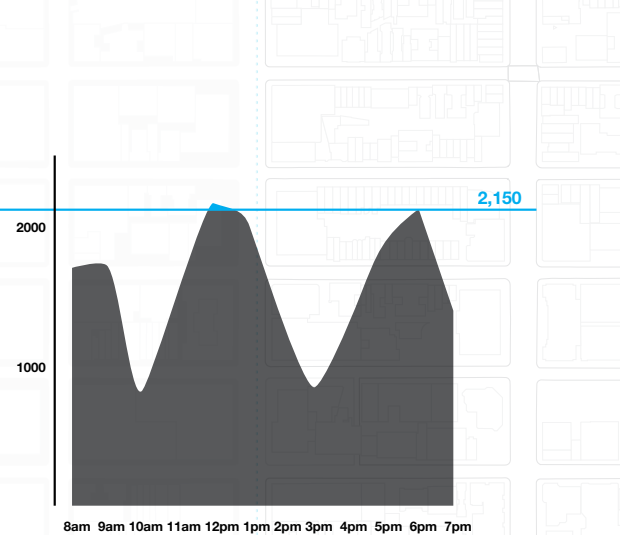
6a Lexington Ave (west side)
between 51st & 52nd st



6b Lexington Ave (east side)
between 51st & 52nd st



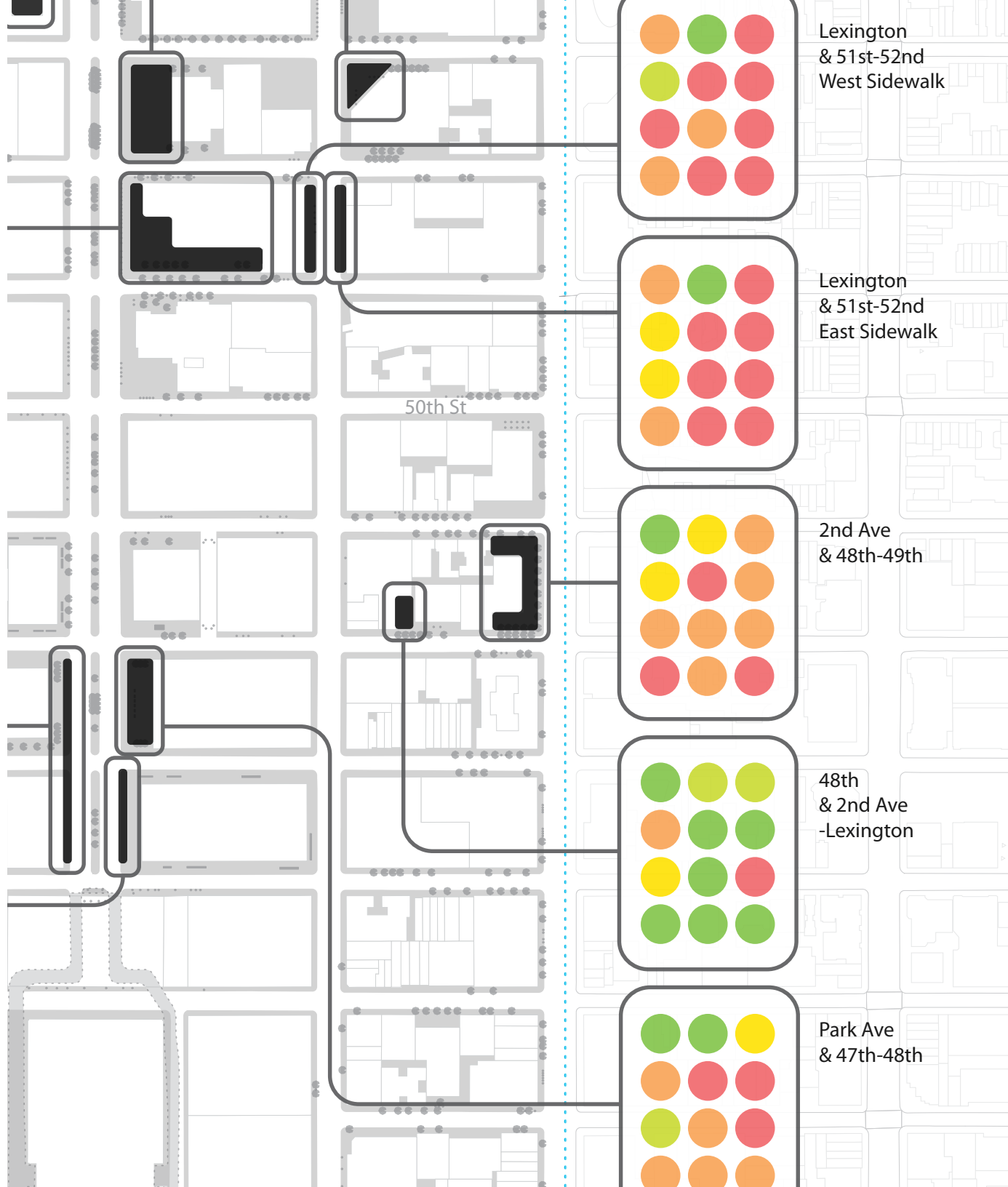
5c Lexington Ave (west side)
between 51st & 52nd st



4b Madison (east side)
between 48th & 49th

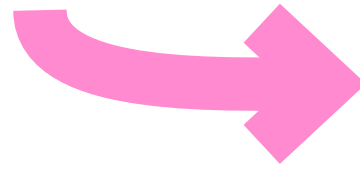


people
spending
time



Key Findings

Objectives



Spaces are mono-functional & uninviting

Create diverse spaces that are accessible and inviting

Streets are used for singular activities

Identify opportunities for casual activities

% distribution of street space does not match street use

Develop street and sidewalk patterns that support smooth circulation

**Low public space activity/
High pedestrian activity**

Create new and link existing spaces

Streets are congested and difficult to maneuver during peak hours

Design comfortable places for walking and stopping

Workshop #2

Areas of Importance & Design Hunches





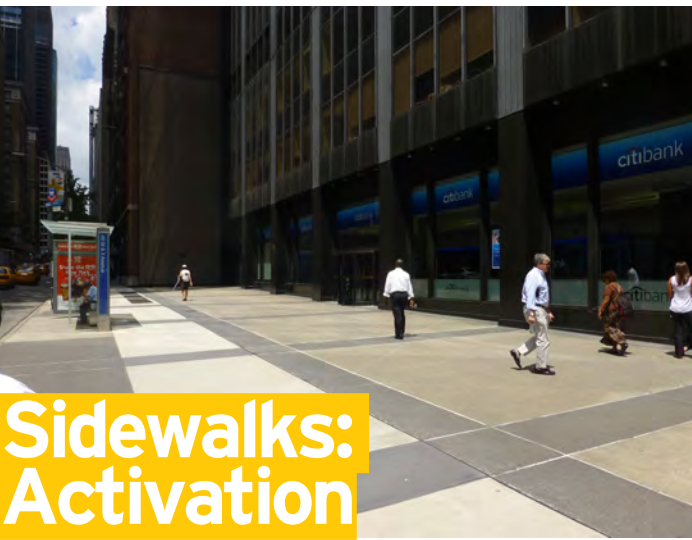
**Getting In/Out
of Grand Central**



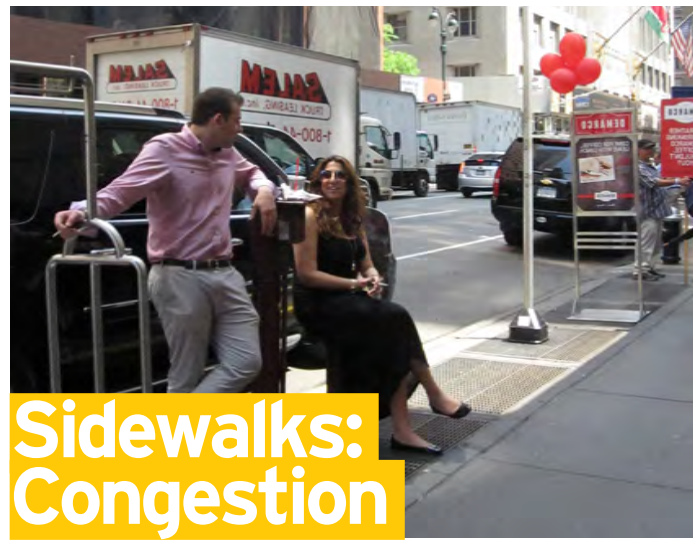
**Primary
Corridors**



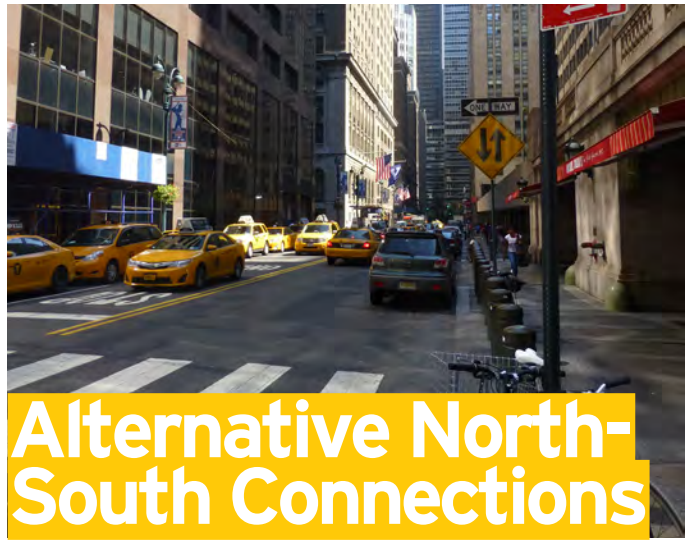
**Secondary
Corridors**



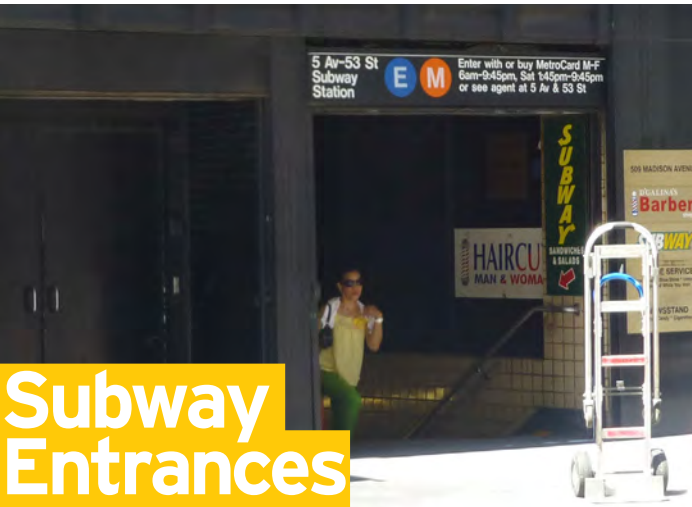
**Sidewalks:
Activation**



**Sidewalks:
Congestion**



**Alternative North-
South Connections**



**Subway
Entrances**

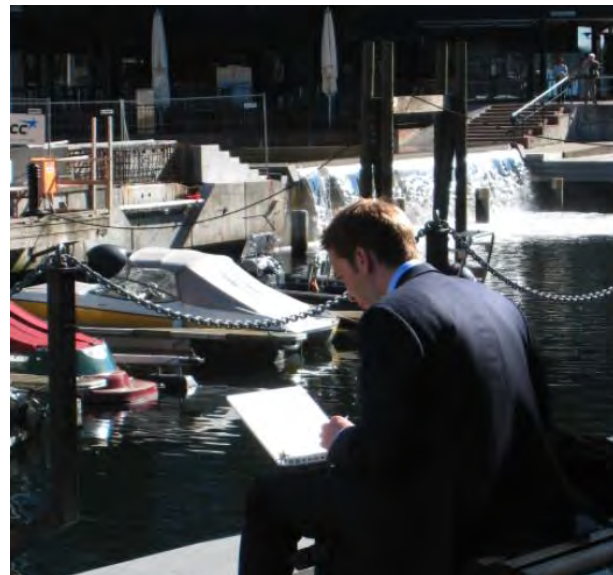
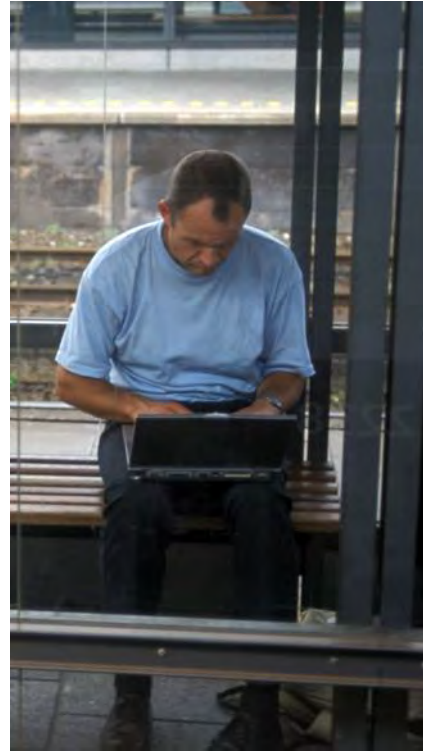


**Connecting
Public Spaces**

Our Goals

- 1 21st Century Business District**
- 2 Circulation and Connectivity**
- 3 Placemaking and Iconic Views**

We can bring our office everywhere





15-30% of a workday is spent outside the office space





PLANNED

Defined by:
Individuals in space.
Undefined.



SPONTANEOUS

Defined by:
Spaces for gathering.
Targeted work.



SILOS OF DISCIPLINES

Defined by:
Funding by discipline.
Broad application.
Solution to complicated problems



MULTI- DISCIPLINARY

Defined by:
Funding by project.
Specific application.
Solutions to complex problems

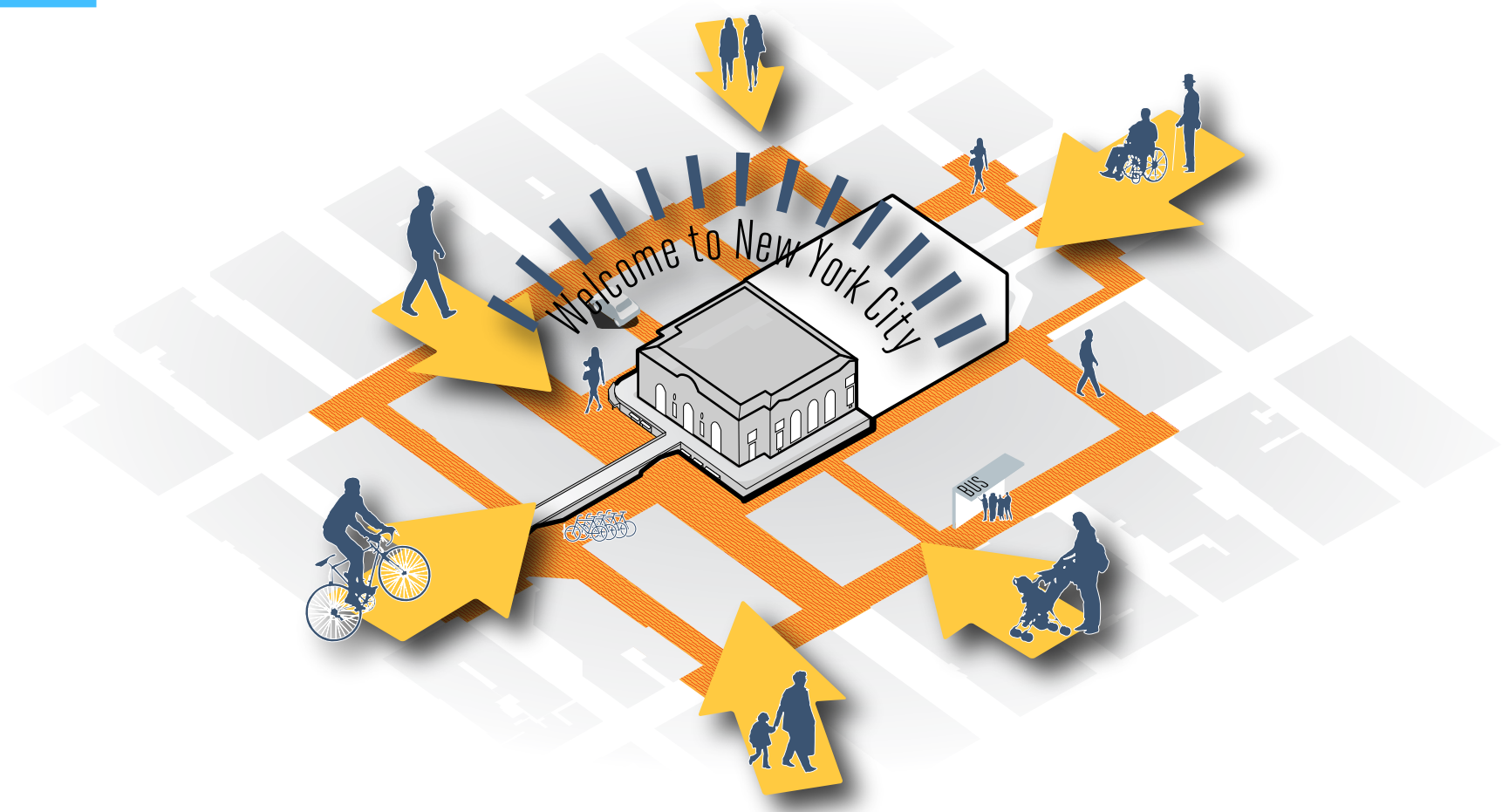
New communication technology has always resulted in increased demand for physical meeting



Themes

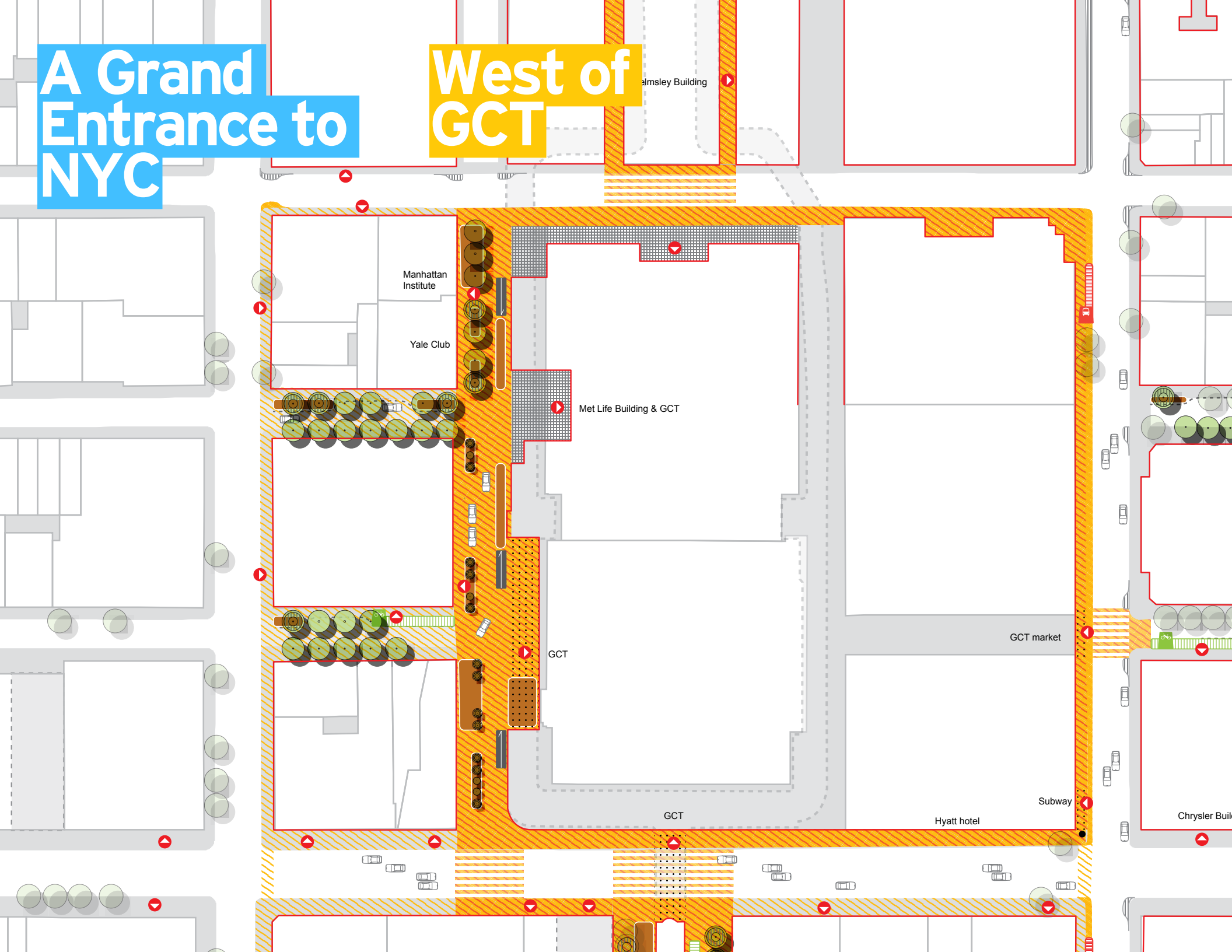
- 1. A Grand Entrance to New York City**
- 2. Improved Circulation and Connections**
- 3. Invitation for More than Work**
- 4. The Future Business District**

A Grand Entrance to NYC



A Grand Entrance to NYC

West of GCT



A Grand
Entrance to
NYC

West of
GCT



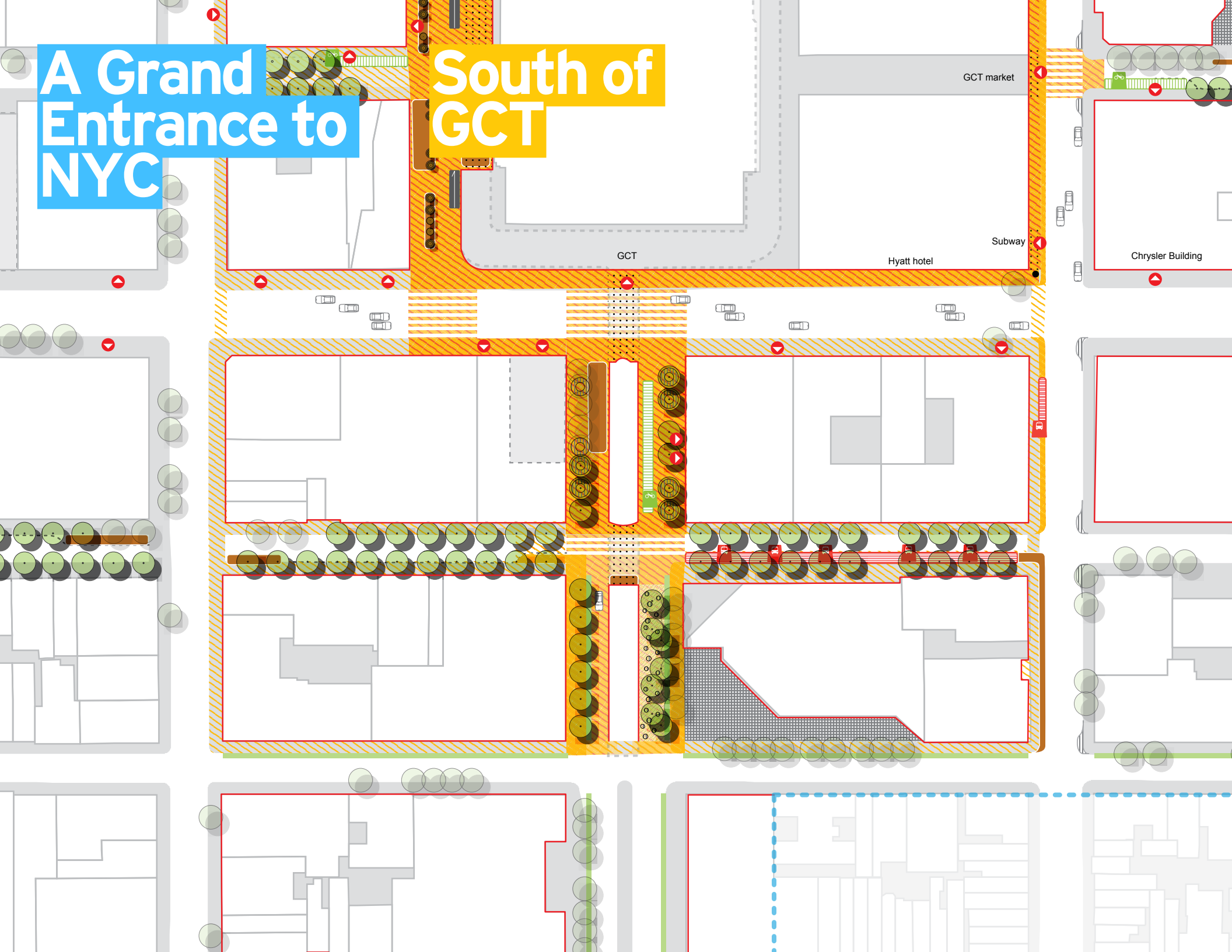
A Grand
Entrance to
NYC

West of
GCT



A Grand Entrance to NYC

South of GCT



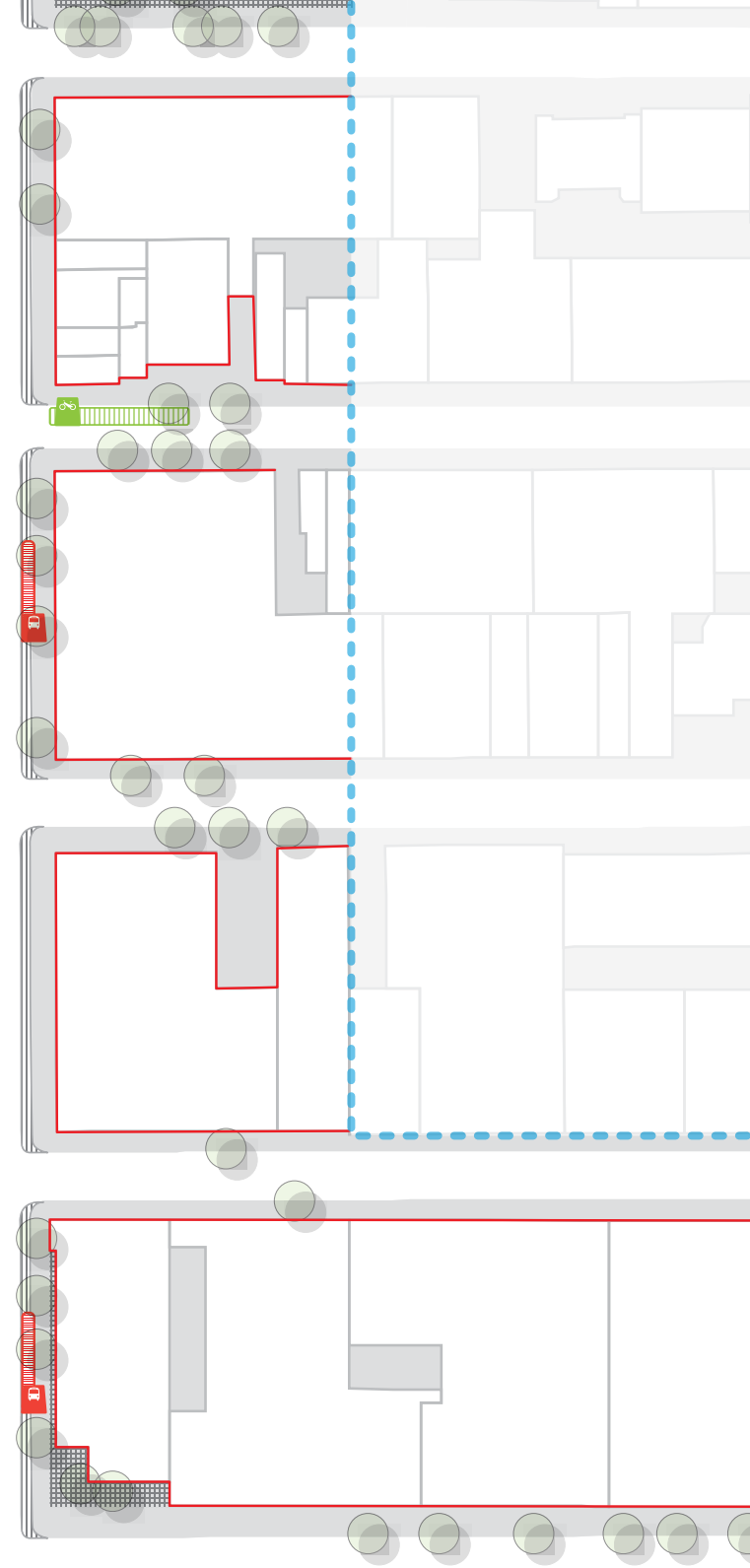
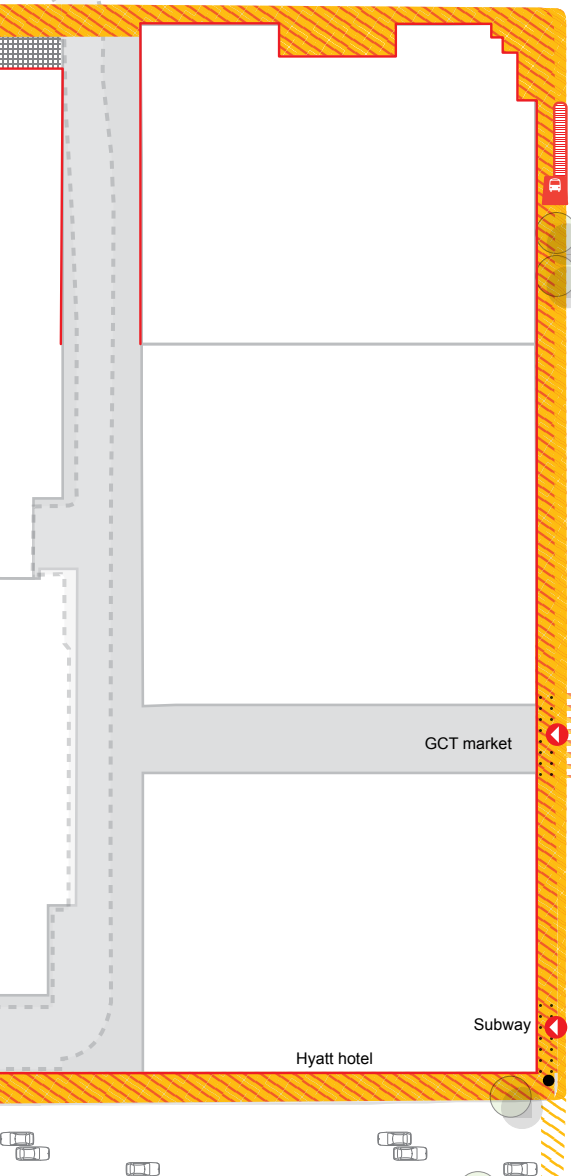
A Grand
Entrance to
NYC

South of
GCT



A Grand Entrance to NYC

East of GCT

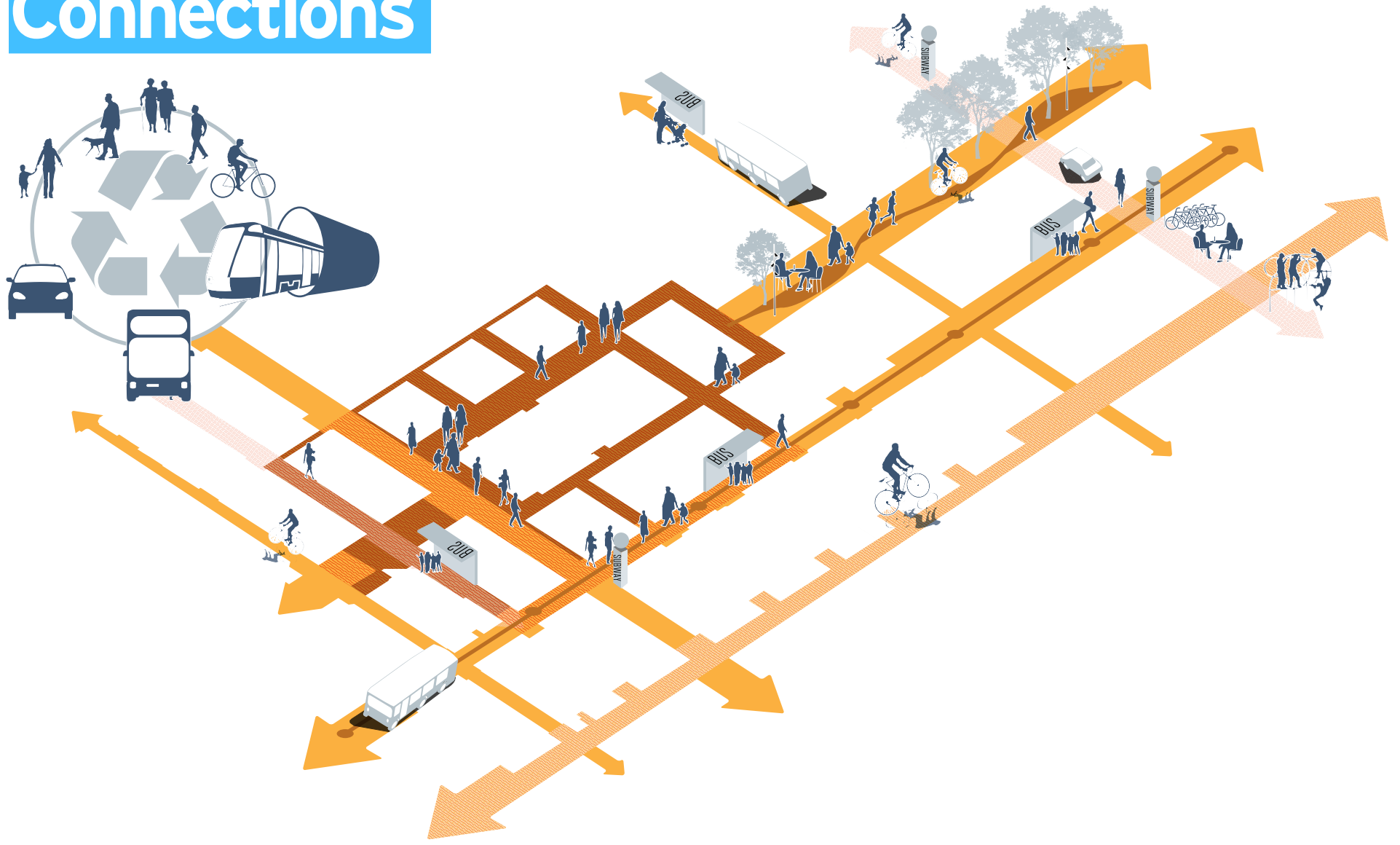


A Grand
Entrance to
NYC

East of
GCT

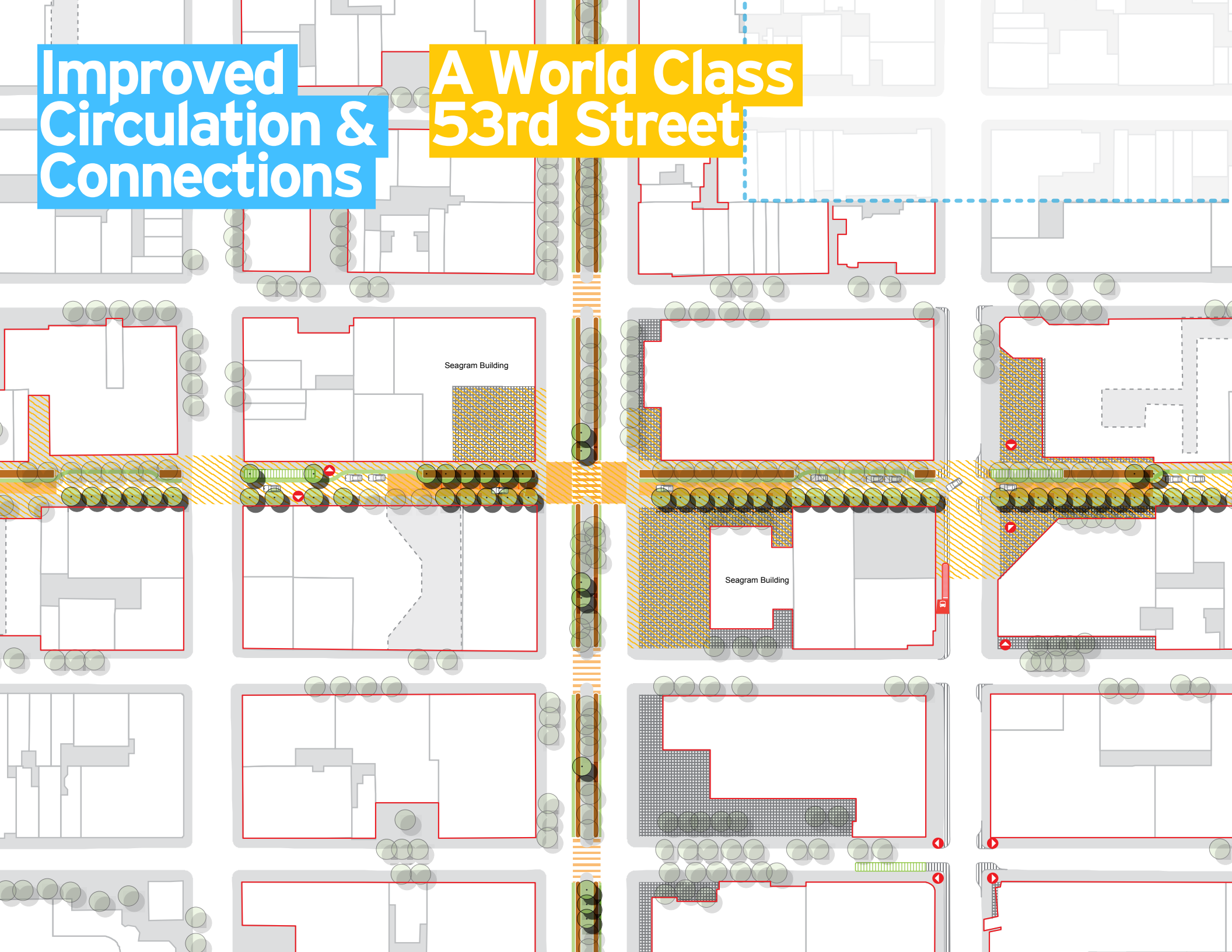


Improved Circulation & Connections



Improved Circulation & Connections

A World Class 53rd Street



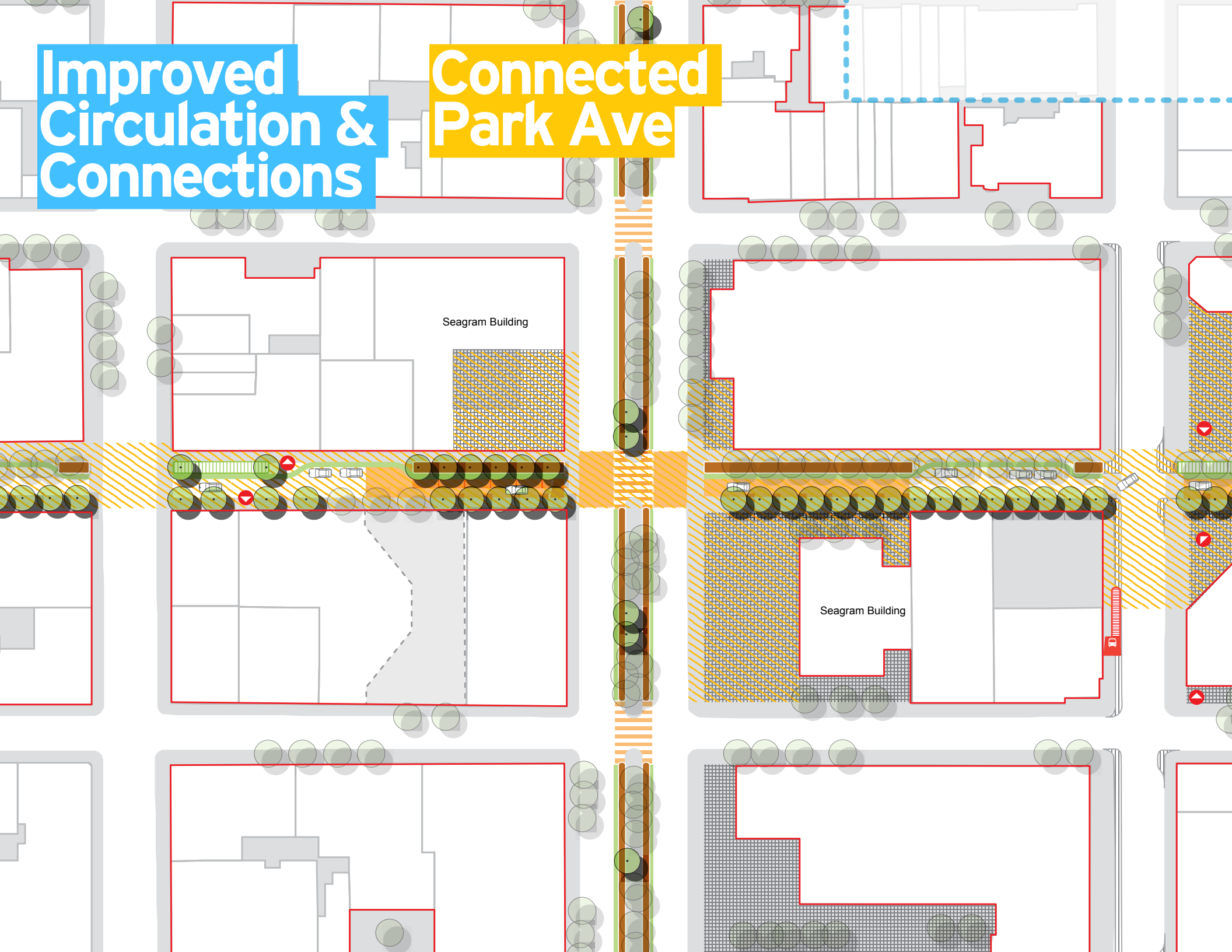
Improved Circulation & Connections

A World Class 53rd Street



Improved Circulation & Connections

Connected Park Ave



Improved
Circulation &
Connections

Connected
Park Ave



Improved
Circulation &
Connections

Expanded
Bike Network



Improved
Circulation &
Connections

Inviting
Transit
Experience



Invitation for More than Work



Invitation for More than Work



**Park-let
Program**



**Food truck and
lunch areas**



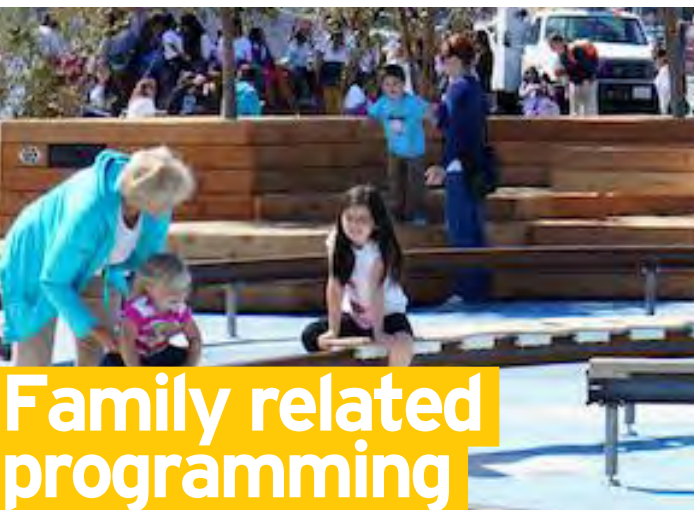
**Greening East
Midtown**



**Additional
seating**



**Improved transit
furnishings**



**Family related
programming**



**Bulb outs & stress
release areas**



**Activating
POPS**

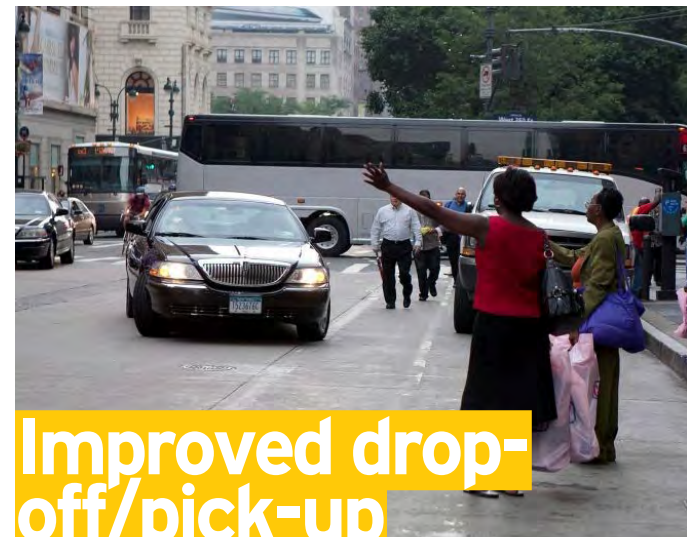
The Future Business District



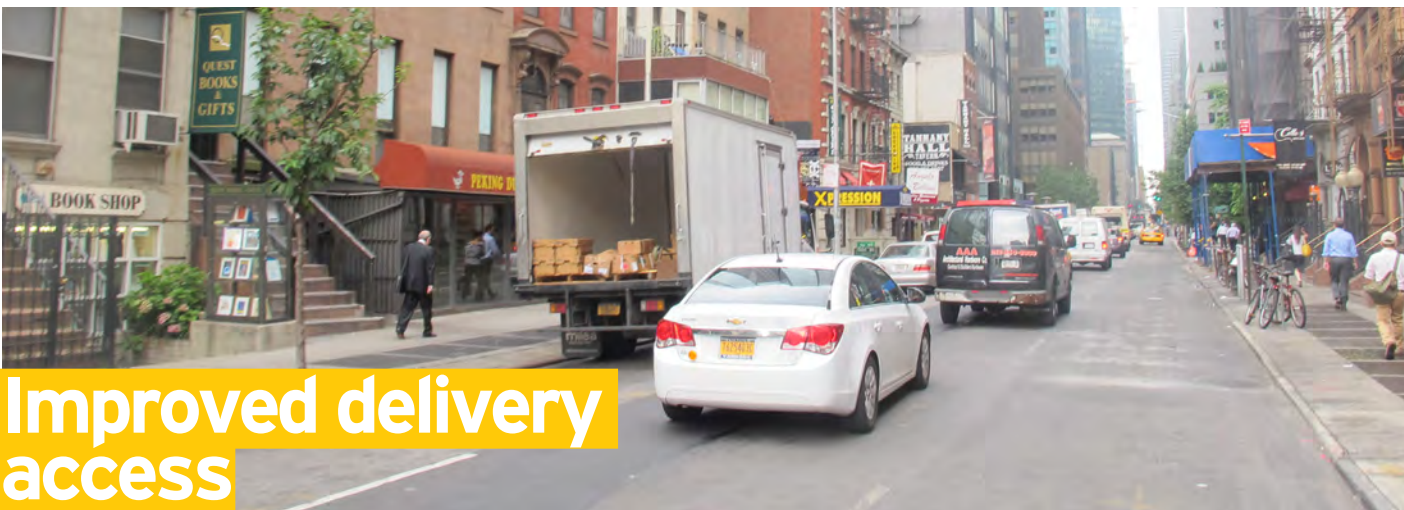
Wi-Fi Hotspots



Outdoor Meeting Area

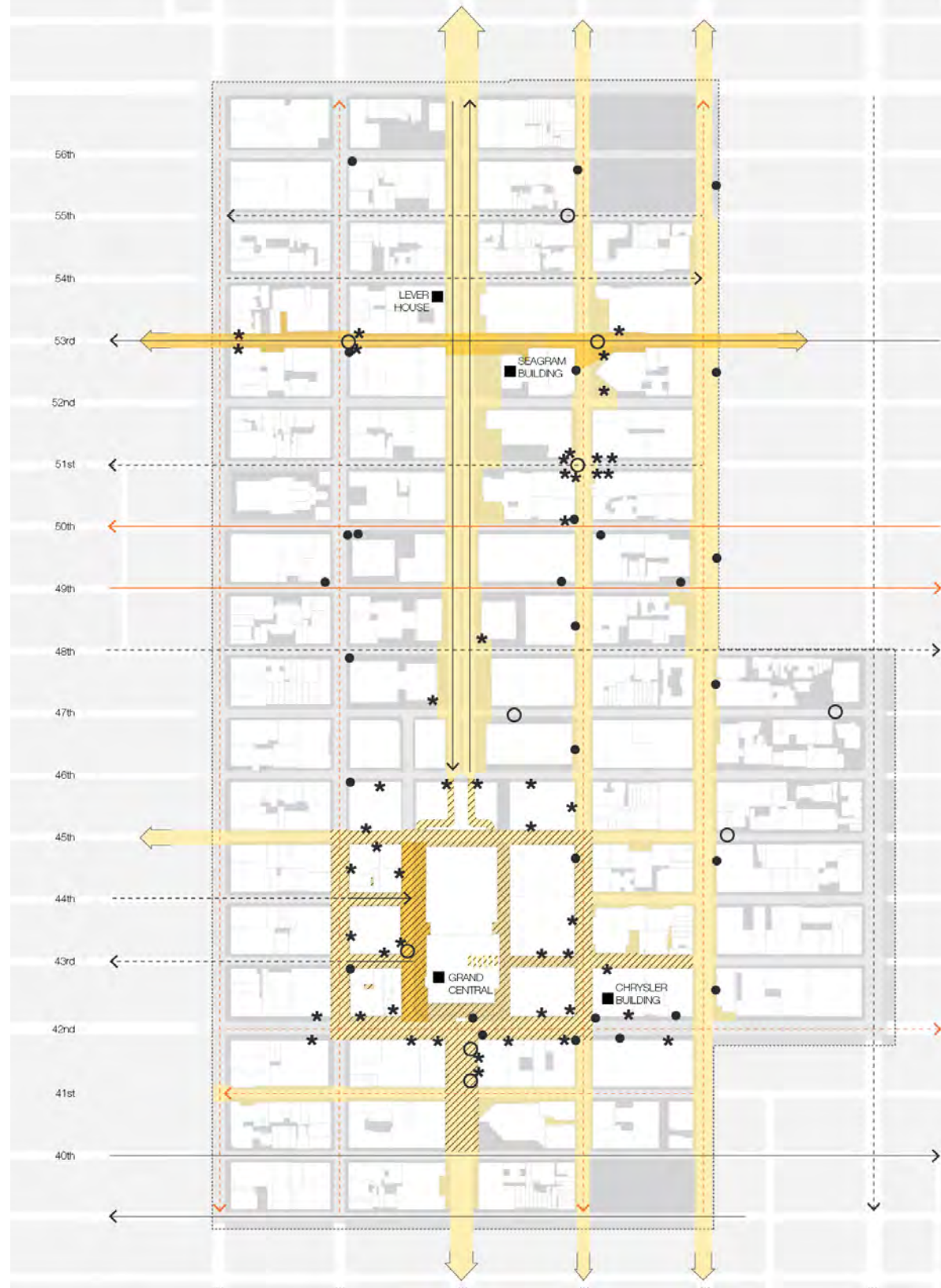


Improved drop-off/pick-up



Improved delivery access

New Public Space

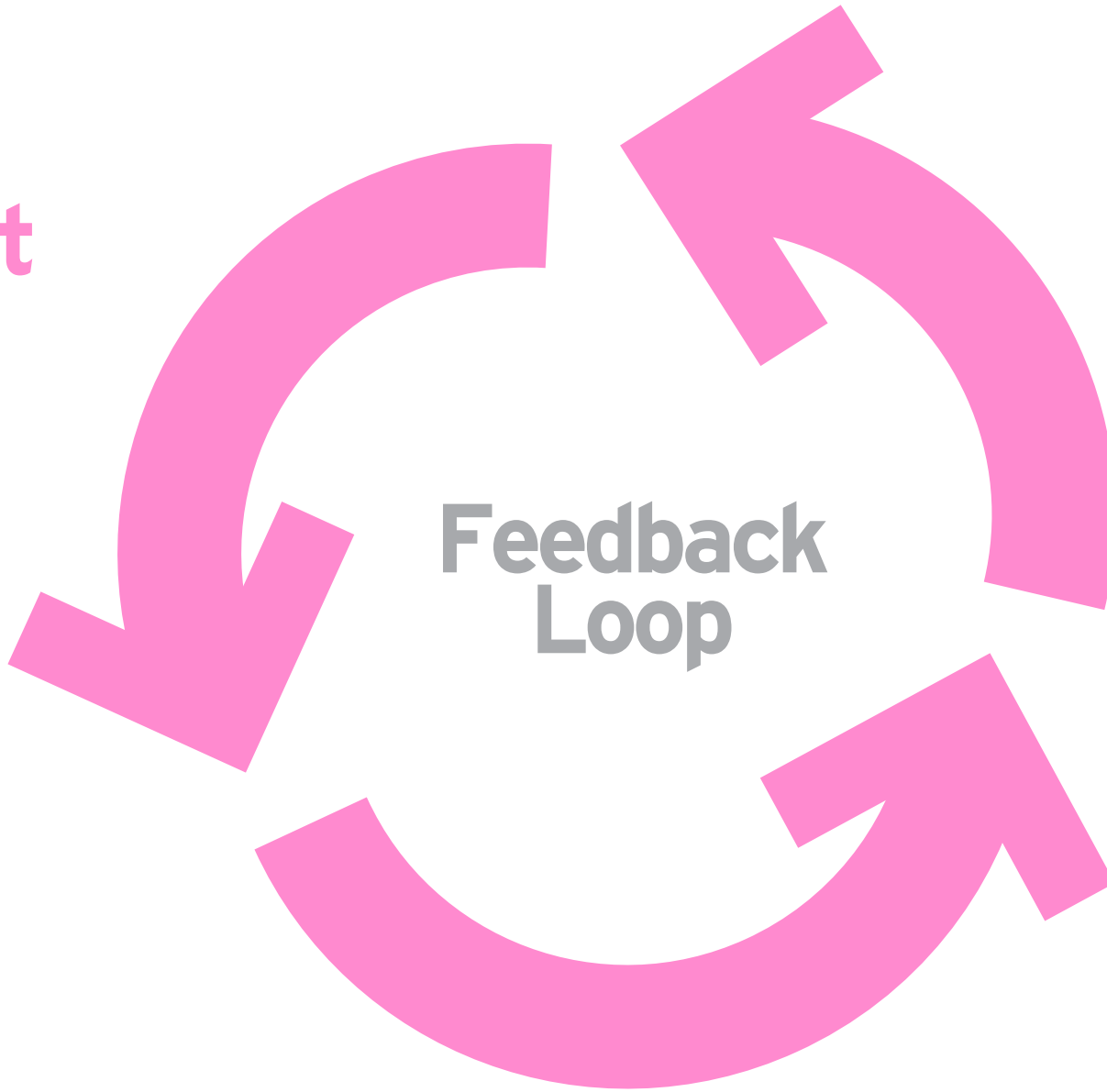


Test

Measure

**Feedback
Loop**

Refine



Workshop Questions

- 1.** What design features do you love? Did we miss anything?
- 2.** What does success look like? What can we measure to study progress?

Workshop Questions

- 1.** What design features do you love? Did we miss anything?
- 2.** What does success look like? What can we measure to study progress?
- 3.** Overall, what intervention do you like best and why?