



**FLATIRON/23RD  
STREETScape MASTER PLAN**  
Flatiron 23rd Street Partnership  
New York, New York

**STARR WHITEHOUSE**

Landscape Architects  
and Planners PLLC



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Starr Whitehouse Landscape Architects & Planners was retained by the Flatiron/23rd Street Partnership to develop a streetscape master plan for their business improvement district (BID) as a guide to maintain and enhance the district's unique character and expanding development through sidewalk improvements.

This master plan includes a site inventory, documenting all sidewalk elements, such as lighting, street trees, and signage. Elements were considered for streetscape improvements in terms of their interaction with pedestrians, aesthetic value, and public use. Also informing the master plan were interviews with district stakeholders and government agencies. Business owners were surveyed, providing their interests, issues, and ideas. This plan was created over a six month period in 2008.



Flatiron/23rd Street District

### Defining the District

The Flatiron/23rd Street District is an irregular shaped area bounded generally by 21st Street to 28th Street and from Lexington Avenue to 6th Avenue. Within the 38 blocks, the district contains 20 million square feet of commercial space with over 4,500 businesses.

The district includes many of the streetscape conditions characteristic to the City of New York: planted center islands on wide avenues; architectural gems such as turn of the century cast-iron buildings; the interstitial spaces created from the diagonal pathway of Broadway and one of New York's most striking responses to this condition: the iconic Flatiron Building. The streets of the Flatiron/23rd Street District are busy, like the shopping corridor on 6th Avenue and elegant, such as Park Avenue South. In the center is Madison Square Park—the defining urban green oasis of the District with a magnificent view of the Empire State Building. Two historic districts within the area preserve the architecture and spirit of New York's past, while adapting to modern uses.

As an ensemble, these streets encompass an exciting urban context, representing a true New York environment. With streetscape improvements the Flatiron/23rd Street District will offer even more of a defined neighborhood identity and reach the goals set to be met through this master plan:

Improve District Identity, Pedestrian Comfort & Safety, and Economic Vitality

Promote Quality of Streetscape Materials & Visual Continuity Throughout the District

Promote Stewardship and a Sense of Pride Among Community & Stakeholders

## History

In the early 19th Century, the Flatiron District was largely farm land passed through by travelers using Bloomingdales Road to leave the city, often stopping for refreshments at the Hone Tavern located at what today is 5th Avenue and Broadway. As the city planned to expand northward, following the 1811 Commissioner's (grid) Plan, the area east of this intersection became a military parade ground named for President James Madison (an arsenal located at the site was destroyed in a fire in 1839). In 1847, the City Council designated 6.3 acres of public park at the intersection, continuing to use the area for open space.



The Flatiron Building is one of the most dynamic expressions of Broadway's diagonal path and represents an unparalleled opportunity for a breathtaking streetscape experience.

Shortly following the park's completion, affluent families began to move northward, building ornate private brownstones on three sides of the park and spurring commercial development to locate nearby. Constructed in 1859, the glamorous Fifth Avenue Hotel, located at Fifth Avenue between 23rd and 24th Street, attracted distinguished guests, including presidents and foreign dignitaries. Restaurants, such as Delmonico's and theaters lined Fifth Avenue and Broadway. Deemed Ladies Mile, Broadway drew well-to-do shoppers to its expensive retail shops, including Lord and Taylor at Broadway and 20th Street.

Literary figures and wealthy New Yorkers congregated in the Flatiron District for influential political gatherings and leisurely events. In 1873, P.T. Barnum operated his famous Monster Classical and Geological Hippodrome at Madison Avenue between 26th and 27th Streets, bringing 15,000 people at a time to view waltzing elephants, Arabian horses, tattooed men, and other exotic spectacles. The site would later be home to Madison Square Garden, designed by Stanford White, and used for events such as cycling and the 1924 Democratic National Convention.

The energy of the area continued into the 1870's with the construction of the elevated rail line along Sixth Avenue, adding more pedestrians to the bustling district. In 1880, the Brush Electric Light Company selected Broadway from 14th to 26th Street to demonstrate the first electric arc lights in New York City.

By the turn of the century, however, the district began to transform and change character with Broadway and 23rd Street losing much of its excitement. Wealthy families again moved northward to mansions built along Fifth, Park, and Madison Avenues and the construction of the IRT subway line delivered theater-goers to Times Square changing the destination for entertainment (the BMT line was not completed until 1918).

As the liveliness of the area declined, the buildings and their uses changed. Neo-classical office buildings constructed for financial institutions had a growing presence in the district. In 1893 Metropolitan Life moved into a \$3 million, 9-story building at Madison and 23rd Street. The Fuller (Flatiron) Building was constructed in 1902 at the crossroads of Fifth Avenue, Broadway, 22nd and 23rd Streets. Particularly noteworthy was the erection of the New York Life Building, designed by Cass Gilbert, on Madison between 26th and 27th Street (the former site of the Hippodrome and Madison Square Garden).

Few buildings have been constructed in the area since the Depression-era, yet the uses of many sites have been adapted to reflect the changing economic patterns of the city. Following World War II, manufacturing and wholesale merchants occupied most of the space, offering showrooms for toys, glass, ceramic, and silver. Yet, without the bustling retail and restaurants the district lost much of its elegant appeal from decades before. In the mid-20th Century many of the once-prominent hotels converted their space to single resident occupancy buildings, mainly used by homeless men.

Sparked by the city's attempt to build a parking lot underneath Madison Square Park in 1963, threatening closure of the park for two years and uprooting one hundred-year-old trees, community activists dedicated efforts to restoring the park and the surrounding district. Following the establishment of the Landmarks Commission in the 1960's, the Flatiron Building was designated as a landmark building. Other buildings in the district followed, including the Met Life structure in 1989. Also in 1989, the Ladies Mile Historic District was created and, most recently, in 2000 the New York Life building became a designated landmark building.

With private funding sources, a park maintenance program began in 1979, cleaning the park to increase its use and safety. Following this renewed attention to Madison Square Park, a thirteen-year renovation commenced in 1986. Efforts included the restoration of the park's ornate fountain and ornamental fence, as well as re-paving and re-seed-



The Fifth Avenue Hotel at 5th Avenue between 23rd and 24th Streets, 1880.



P.T. Barnum's Hippodrome at Madison between 26th and 27th Streets.



View of Madison Square Park from 23rd Street looking Northeast, 1920s.

Images from Madison Square: The Park and its Landmarks by Miriam Berman



Historic Flatiron Building

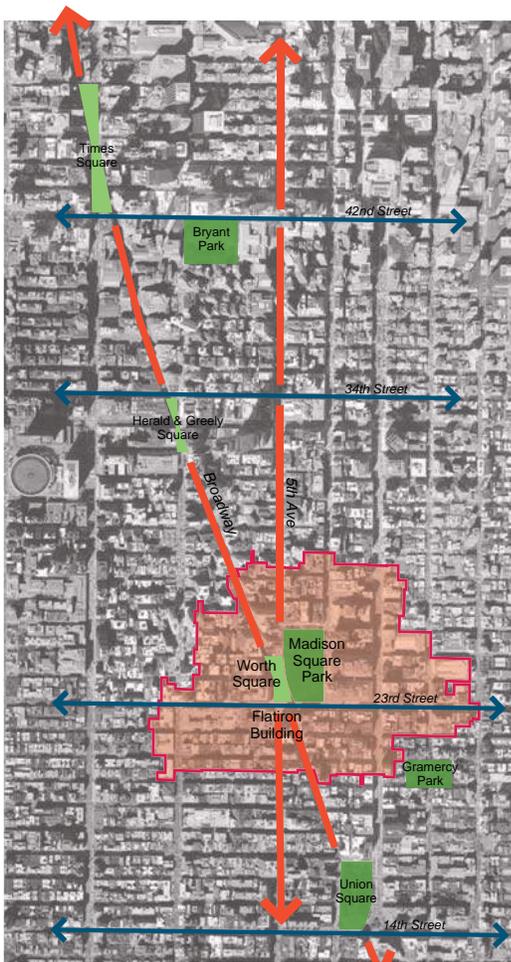
ing of lush lawn areas. Today the park has an on-going improvement and maintenance program administered through the Madison Square Park Conservancy.

The improved park, renewed economic interest in the district, and the desire of area stakeholders to affect further change and improvements prompted the Flatiron/23rd Street Partnership to form in July 2006, the culmination of a multi-year effort to create a Business Improvement District (BID). Since its inception the BID has successfully implemented a Clean Streets Program to maintain roughly 38 blocks while providing daily maintenance and an influential presence throughout the area. Furthermore, with its \$1.6 million budget, the BID's ongoing quality of life and public safety concerns have dramatically improved the district, enhancing the area's character and once again attracting both residential and commercial vitality.

*Sources:*

Berman, Miriam. *Madison Square: The Park and Its Celebrated Landmarks*. Salt Lake City: Gibbs Smith Publishers, 2001.  
Flatiron 23rd Street Partnership. *Annual Report 2007*. New York, NY.  
Madison/23rd/Flatiron/Chelsea Business Improvement District. *District Plan*. June 2004. New York, NY.  
New York City Landmarks Preservation Commission. *Madison Square North Historic District Designation Report*. 26 June 2001. New York, NY.

## Chapter 2: STREETSCAPE SITE ANALYSIS



The district is within the context of Midtown Manhattan.

This site analysis is comprised of two components. First, a study of the district-wide characteristics looks at how the district fits within the context of Manhattan and the area’s character. Secondly, the analysis includes an inventory of streetscape amenities to inform recommendations for streetscape improvements within the broad context of the district.

## DISTRICTWIDE CHARACTERISTICS

### Midtown South Context

The BID district is not an island within itself, but part of a larger continuum with Broadway as a main north-south spine connecting its heart at Madison Square Park to Union Square, Herald & Greeley Squares and Time Square in Midtown South.

Twenty-third Street is the main east-west axis that ties Chelsea, the Flatiron District and Gramercy Park neighborhoods. It is similarly one of the major east-west markers (14th St., 23rd St., 34th St., 42nd St.) linked to the aforementioned procession of squares.

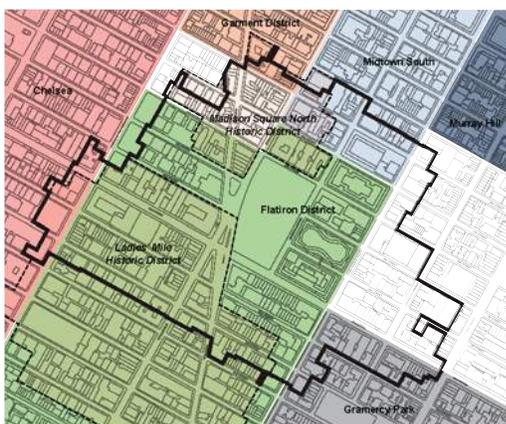
Any streetscape improvements and the material palette of the BID should therefore consider design elements in conjunction with larger fabric of Midtown South.

### District/Neighborhood Context

The BID includes a series of neighborhoods, each one arguable in exact boundary. It is these blurred lines that make the city a true melting pot of people, cultures, commerce and entertainment. While the BID represents an area based on participating businesses, its defined boundary is one that should recognize the neighborhoods it includes and are adjacent.

There are also two historic districts (Ladies’ Mile and Madison Square North) that overlap into the BID district. The architectural, historical and cultural identity of these areas should be respected and are opportunities for streetscape improvements to enhance this heritage.

Small pockets that are less defined and do not readily come to mind as part of a neighborhood exist (area east, between Gramercy Park and Murray Hill; area west, between the two Historic Districts). These are opportunities to strengthen both the area and its adjacencies to reach further out and “fill the gap.”



The district is comprised of and surrounded by many distinct neighborhoods.



23rd Street - commercial/retail street



Broadway south of 23rd Street - commercial/retail street



Broadway north of 27th Street - wholesale district



5th Avenue north of 27th Street - commercial street



6th Avenue south of 23rd Street - commercial street

## Street Character

While many of the streets within the district share the same building-to-building width and physical geometry, the character of each street varies in terms of the types of building uses and how people use certain blocks.

Twenty-third Street is the main east-west thoroughfare in both size and use. It is a bustling commercial street and hub for numerous forms of public transportation (subway, bus, Path Train). It is by far the most pedestrian traveled east-west street in the district. Historically, 23rd Street has been the commercial boulevard of the district, but has fluctuated in the type of commercial uses; over the past 10-15 years 23rd Street has seen an increase in more high-end establishments.

Broadway is a main north-south thoroughfare that is also historically the main spine running through Manhattan. Within the district, Broadway varies in character: a relatively intimate but bustling shopping street south of 23rd St.; historic but currently underutilized buildings across Madison Square Park; and an underperforming area from Worth Monument to 27th Street; with inexpensive wholesale shopping that is often considered “uncomfortable” as a pedestrian thoroughfare.

Fifth Avenue is another main north-south thoroughfare in the district and Manhattan. South of 23rd Street is much like the Broadway section, with bustling shopping/commercial retail. North of the park, Fifth Avenue is a lot less active but includes a mix of unique boutiques, more standard retail, and generous sidewalks.

Sixth Avenue, south of 23rd Street and within the district, is a thriving commercial/retail street with many “big box” type retail, high pedestrian and shopping activity, and many new residential buildings.

Twenty-first and 22nd Streets are well traveled east-west connectors (Chelsea, Flatiron, Gramercy Park) for residents and area visitors, many who are avoiding the pedestrian congestion on 23rd Street. There are a good number of commercial uses, well maintained sidewalk amenities and a more intimate pedestrian-scale that increases the appeal of these streets.

The blocks north of 23rd Street between 5th Ave/Broadway and Sixth Avenue are shortened blocks of varying lengths, as Broadway cuts diagonally through them. Twenty-fourth and 25th Streets are quieter blocks, home to many freight entrances and wholesalers. These streets are also not through streets, with Madison Square Park breaking their continuity to the east.

Twenty-sixth Street (between 6th Ave & Broadway) is an up-and-coming block, with newer commercial uses (restaurants) and development underway, such as a boutique hotel at 26th Street and Broadway.

The blocks to the northeast, bounded by 5th Avenue and 23rd Street, are quieter, residential streets with a sprinkling of commercial/retail uses that generally serve the neighborhood. There are a few exceptions: the civic area around the Metropolitan Life Building & Tower, Applegate Courthouse, New York Merchandise Mart and New York Life Insurance Building; the thriving commercial district north of 26th Street, east of Park Avenue, the Park Avenue malls, and Baruch College.



25th Street - civic district



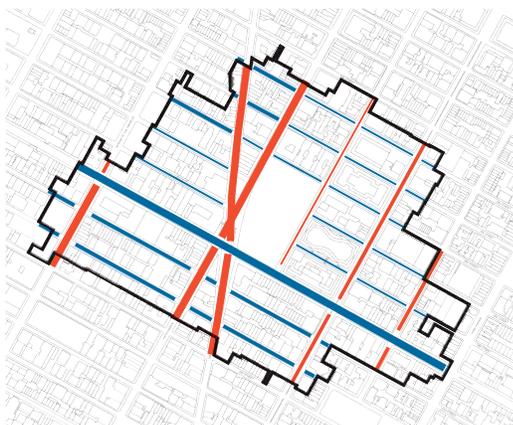
26th Street - up-and-coming commercial block



24th Street - block with abundance of deliveries



22nd Street - more residential block



Street Hierarchy

### Street Hierarchy

Based on the previous site analyses, certain streets in the District place a more dominant role in terms of traffic, pedestrian usage, hubs of activity and building height. While all streets serve an important part and must be considered in the streetscape plan, the map to the left considers which streets should be prioritized for streetscape treatments and a phased implementation strategy. Streets represented by wider lines, such as 23rd Street, Broadway and Fifth Avenue, that would have the most potential for streetscape treatments and enhancements to impact the district (image, accessibility, comfort, sociability) and guide a Phase I program.

## District Zoning

The zoning characteristics of the district plays an instrumental role in understanding the language of the sidewalks, the overall character of the neighborhood, and regulations for street trees and signage.

The majority of the district is zoned as a commercial area, lending to the dense retail and entertainment characteristics of the area, with increased allowances made along 23rd Street and 5th Avenue cater to public transit stops.

Also significant are the manufacturing districts in the northwest and southeast sections of the district. These zoning regulations explain the distinct feel of north Broadway—still reminiscent of New York’s past manufacturing industries. In the southeast, former manufacturing spaces have been converted into residential use on shady, pleasant streets.

See appendix for complete zoning regulations.

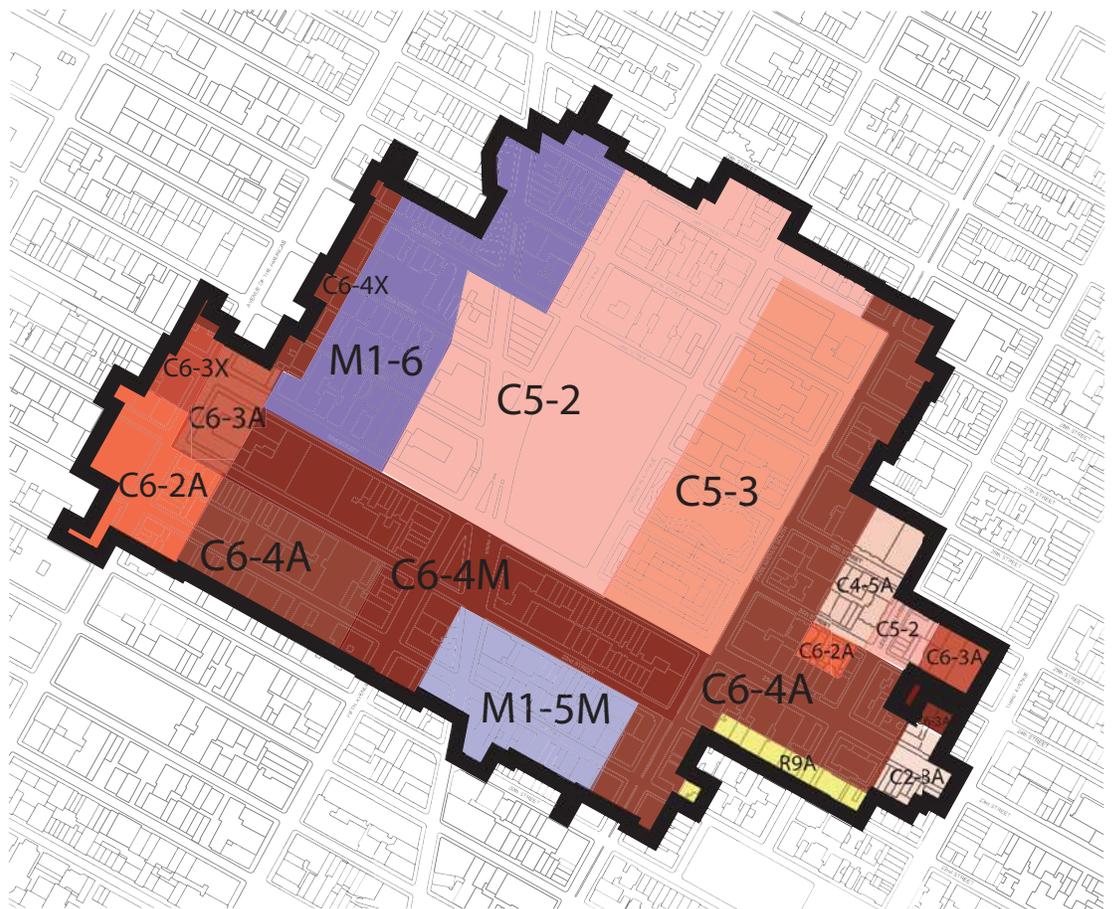




Figure ground map

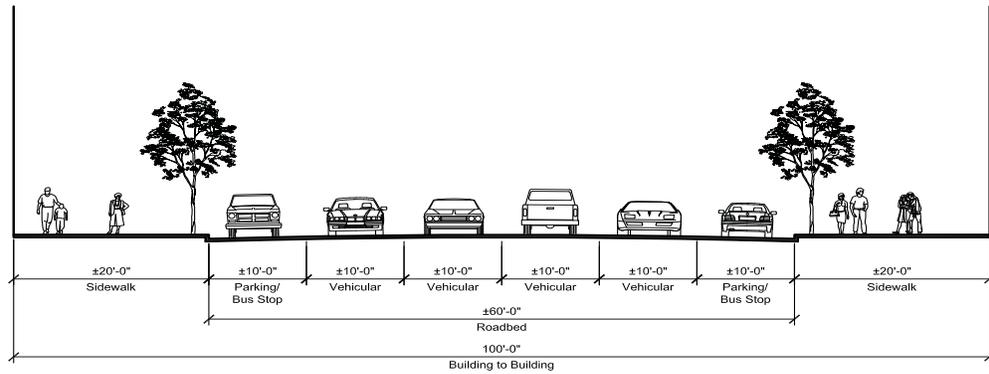
### Figure Ground

The physical patterns of buildings in relation to the spaces they create (blocks, roadway & sidewalk, open space) reveal:

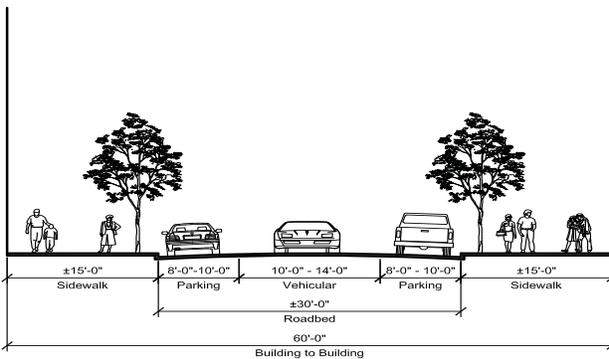
- Madison Square Park is the physical center of the BID district
- 900+ foot east-west blocks get broken diagonally by Broadway (into smaller atypical blocks) and longitudinally by Madison & Lexington Avenues (dividing the blocks equally in two)
- 23rd Street is the primary east-west thoroughfare in the district, with a 100 foot building-to-building section; the others are secondary thoroughfares with 60 foot building-to-building sections
- 200+ foot north-south blocks dominate the fabric of the entire district
- Primary north-south thoroughfares of 100 foot building-to-building sections; secondary thoroughfares of 80 foot building-to-building sections that run within the district (Madison & Lexington Avenues), and off into east-west streets.

### Typical Sections

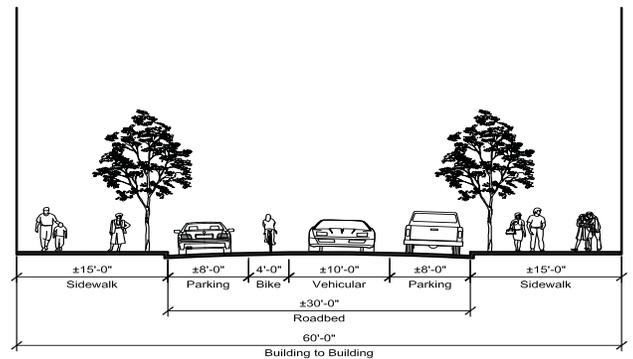
A closer look at the cross section of the different types of streets in the district show the space allocation for vehicles and pedestrians. Subsequently, the balance, or lack thereof, of each street's function begins to suggest opportunities for reallocation of spaces, use, and the potential for streetscape & sidewalk enhancements.



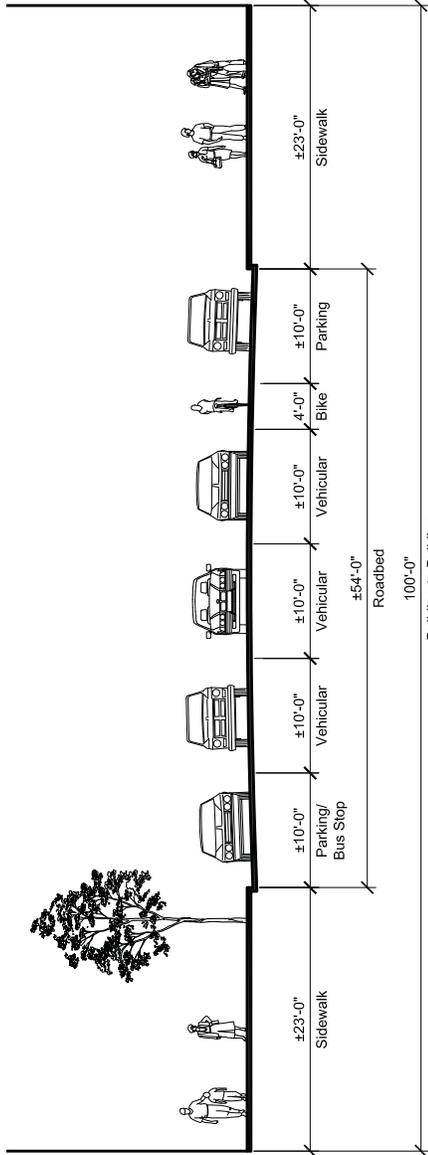
23rd Street Typical Section



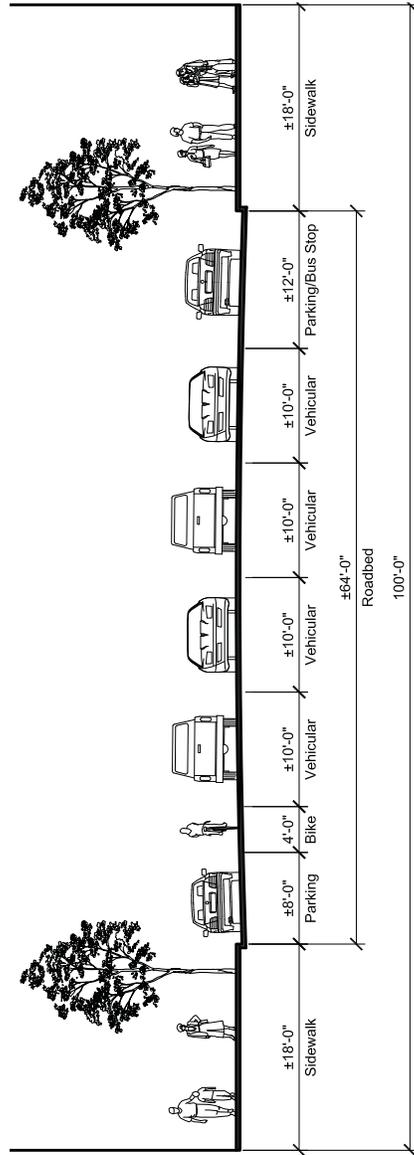
60 foot East-West Block Typical Section



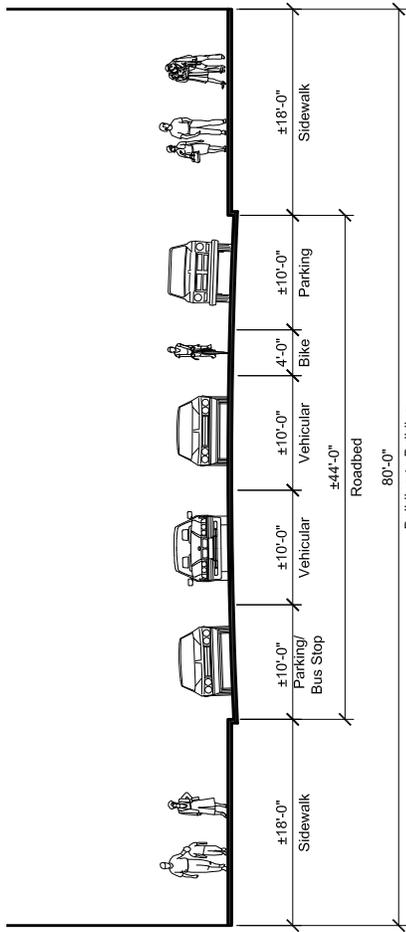
60 foot East-West Block Typical Section



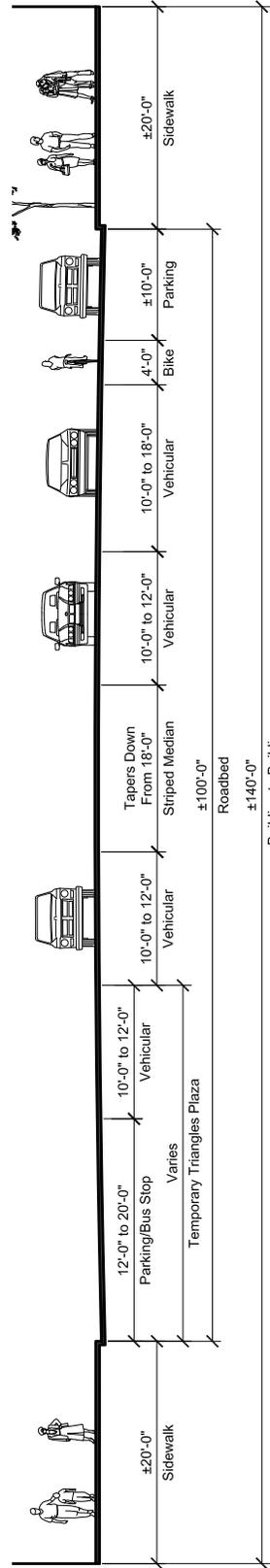
5th Ave with Bike Lane  
Typical Section



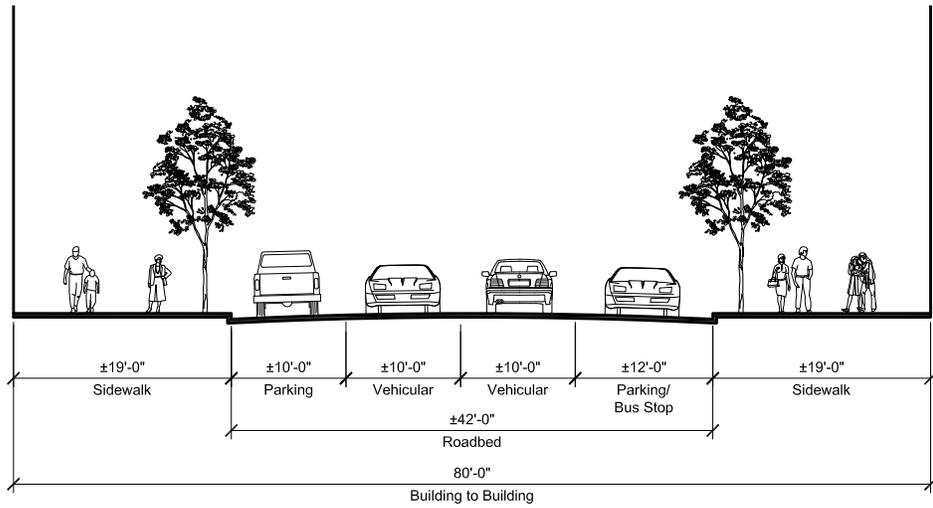
6th Ave  
Typical Section



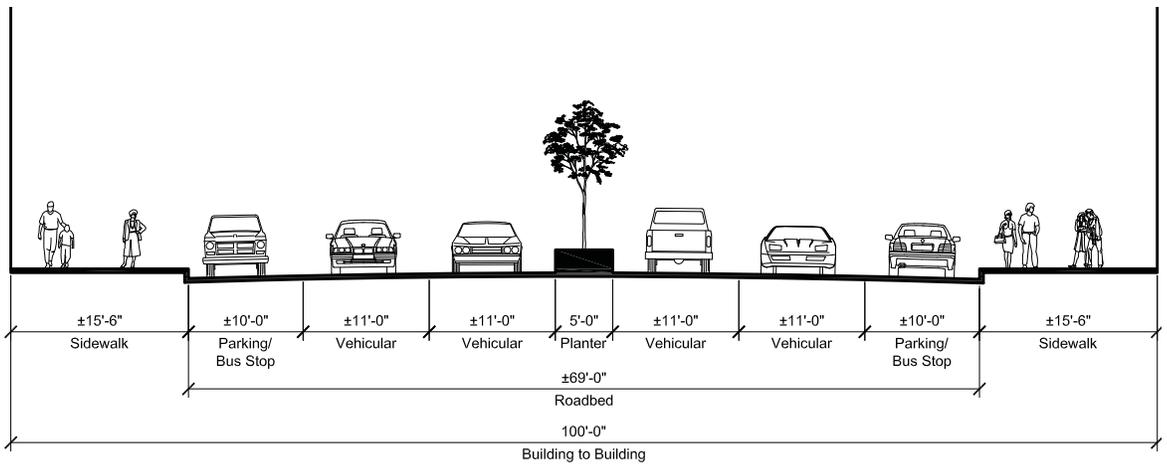
Broadway - Narrow Condition  
Typical Section



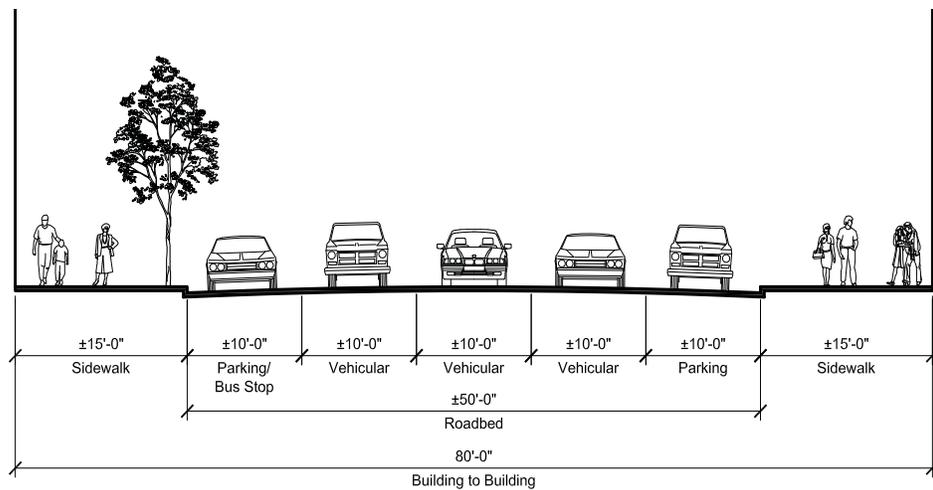
Broadway - Wide Condition below 23rd Street  
Typical Section



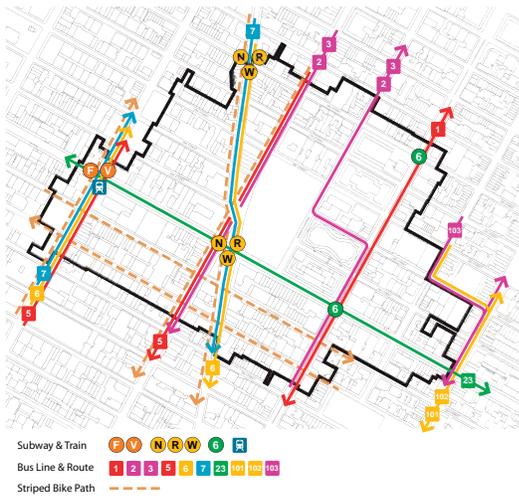
Madison Ave  
Typical Section



Park Ave  
Typical Section



Lexington Ave  
Typical Section



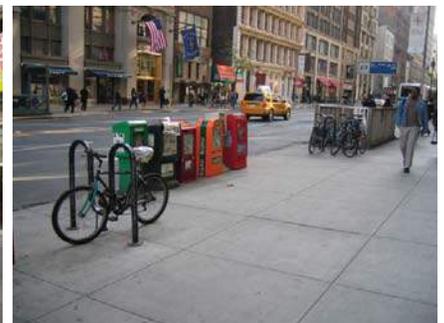
### Other Modes of Transportation

The district is well connected by public transportation, 23rd Street is a hub for subway and bus access, the Path train connecting to New Jersey, and multiple bus lines.

Many of the train stations are well complemented with amenities, i.e. newsstands, bike racks, etc. Bus stops vary in terms of providing shelter with seating to a simple bus sign on a pole.

New bike lanes have recently been demarcated along 5th Avenue and across 20th Street. Lanes also run down 6th Avenue, 21st Street, and Broadway.

Enhancing bike lanes and public transportation access, as well as pedestrian movement, will serve a greater city-wide initiative of reducing vehicular traffic, congestion, and the environmental and health implications to which they contribute.



More striped bicycle paths may encourage more biking.

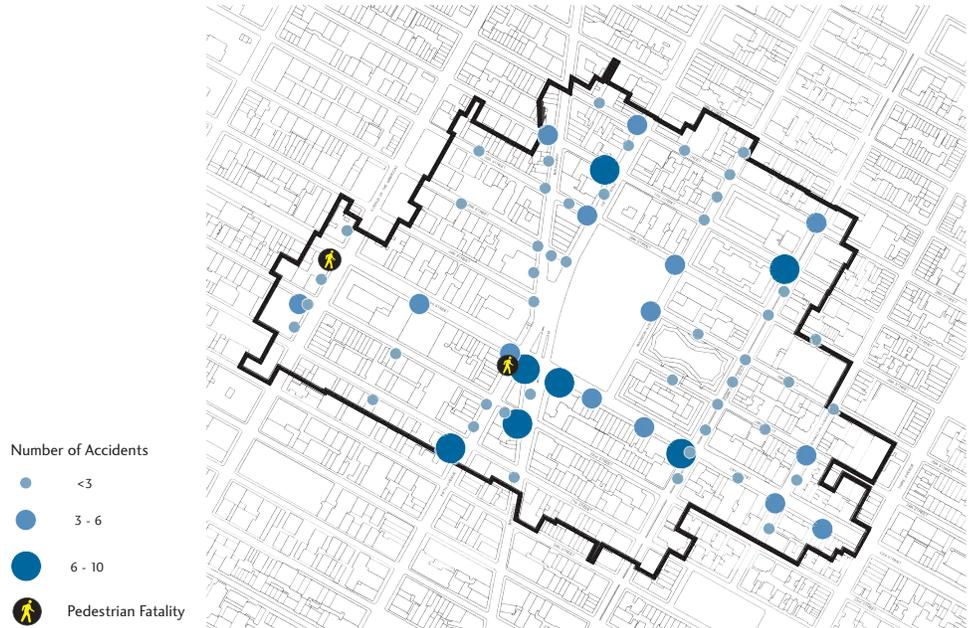
More pedestrian sidewalk amenities to subway train stations and bus stops may improve ridership.

## Pedestrian & Bicyclist Safety

Many intersections and areas within the district feel unsafe from the standpoint of pedestrians and bicyclists. This notion was confirmed through both stakeholder and resident interviews.

The location and numbers of pedestrian and bicycle accidents begin to show the areas where vehicles conflict most with pedestrians and bicyclists. These areas are particularly important to see how the streetscape environment and infrastructure contributes, if any, to these higher number of conflicts.

Pedestrian Accidents, 2000 - 2005



Bicycle Crashes, 2000 - 2005



Source: CrashStat 2.0, Transportation Alternatives

## STREETSCAPE AMENITIES AND CONDITIONS

Along the sidewalks of the Flatiron/23rd Street District people maneuver past each other, busy to get to work, eager to find relaxation in Madison Square Park, or just out for a leisurely walk. With so many office towers, retail shops, and residential buildings, the district is constantly bustling with activity. While exciting and vibrant, many of the major sidewalks in the area are often congested, making it frustrating for pedestrians to reach their destination.

Sidewalks are not only defined by a building and street on either side, but also by the various physical elements they host. Lampposts, phone booths, signs, paving, and trees all contribute to a sidewalk's character and can shape pedestrian behavior. A great streetscape is achieved when elements are properly maintained and orderly, easing the flow of pedestrian traffic and allowing accessibility without physical obstacles and other deterrents. When elements are not only clean but also enhanced and visually agreeable, a district can project a positive identity defined by comfortable, pleasing amenities and community stewardship.



Pedestrians along the 23rd Street sidewalk among elements of various conditions and form

The streetscape elements that follow are aspects of the Flatiron/23rd Street District that contribute to sidewalk patterns and conditions. This site inventory will lend to a larger streetscape concept with the goal of visually and physically improving the pedestrian experience while also defining the district's character.

### Street Tree Pits/Guards

Tree guards not only protect trees and any decorative understory plantings from pedestrian trampling and parking vehicles, they also provide a subtle unifying element along the block.

Each block within the Flatiron/23rd Street District has a distinctive pattern of street trees, and almost every tree is surrounded by a unique style of tree/guard. The types vary from decorative iron fences, wooden guards, to barren dirt pits. The variations are particularly apparent along the main corridor of 23rd Street.

This enhancing element may present a seemingly easy opportunity for a distinctive transformation along the busy streetscape. Down side streets there is potential to work with private entities (i.e. residents, business/building owners, etc.) to plant and maintain the flower beds and to encourage the use of one standard tree pit/guard.

Tree pits along 23rd Street vary in size and style



23rd Street between Lexington Avenue and 3rd Avenue



23rd Street between Park Avenue and Lexington Avenue



23rd Street between 5th Avenue and 6th Avenue



23rd Street between Broadway and Madison Avenue

Trees throughout the district are protected in decorative ways but lack a unifying design



24th Street between 5th Avenue and 6th Avenue



25th Street between Park Avenue and Madison Avenue



26th Street between Madison Avenue and Park Avenue



Park Avenue between 22nd Street and 23rd Street



Bike lanes, such as this one on 20th Street between 5th Avenue and 6th Avenue, have promoted greater bicycle usage in recent years.

### Bikes and Bike Racks

Used by area residents, commuters, and delivery people, bikes have an increasing presence throughout the city—complemented by the construction of new bikes lanes and paths. Bikes are a popular mode of transportation in the Flatiron/23rd Street District, as apparent by the high number of bikes parked on the sidewalks.

While their increase in use has tremendous benefits for the city and its residents, bikes add clutter to the sidewalks when not properly locked to installed racks. Chained to trees, scaffold, parking meters, traffic poles, and bus stops, bikes often become eye-sores and hazardous to heavily trafficked areas.

To meet the demand from bikers, additional bike racks would help control bike parking while providing wider, more usable sidewalk space. Currently, existing bike racks in the district vary in style and color.

Without racks, bikes end up chained to awning poles, trees, and fences.



25th Street between Lexington Avenue and 3rd Avenue



23rd Street between Madison Avenue and Park Avenue



21st Street between 5th Avenue and 6th Avenue



23rd Street between Lexington Avenue and 3rd Avenue



28th Street between 5th Avenue and Madison Avenue



25th Street between 5th Avenue and 6th Avenue

Bike racks provide organization to sidewalks. On wider sidewalks they can be placed near the curb while on narrow sidewalks more pedestrian space is available when racks are flush against a building.



24th Street between Park Avenue and Lexington Avenue



25th Street between 5th Avenue and 6th Avenue, right).

## Seating

Madison Square Park provides ample park benches to relax and enjoy the surrounding landscape. In other sections of the district, particularly along the streets east of the park, seating is available in alternative arrangements. At time of this site analysis, the length of 23rd Street showed a general lack of benches, as evident by people sitting on scaffold and hydrants.

With the recent addition of chairs in the Broadway/5th Avenue triangles, seating may no longer be considered an amenity in need of improvement. However, Bollards or other alternative outdoor “chairs” may be suitable along the main corridors to create an identity. In addition to seating, benches provide subtle marketing opportunities for local businesses, such as on small plaques.

There is a general lack of seating along the wide sidewalk on 23rd Street.

Shown: 23rd Street west of 6th Avenue, top left, 23rd Street between 5th & Madison Avenues, top right, 23rd Street at Madison Avenue, bottom left, 23rd Street between 5th & 6th Avenue, bottom right)



Seating is available in both formal benches and on ledges alongside buildings.

Shown: Broadway at 22nd Street, top left, Lexington Avenue between 22nd & 23rd Streets, top right, Madison Avenue between 25th & 26th Streets, bottom left, Madison Avenue between 27th & 28th Streets, bottom right.



## Scaffolding

With the booming residential and commercial real estate climate in the Flatiron/23rd Street District it is no surprise that construction and scaffolding are temporarily built along many of the sidewalks. While the scaffold is a sign of good things to come, when construction is underway it can be an eye sore and contributes to sidewalk congestion. Scaffold can also make the street feel dark and claustrophobic.

Yet, scaffold does not have to be as dim and disordered as it typically appears. Signage on scaffold can be kept organized and not haphazardly hung. Good lighting under scaffold can add a sense of safety. Also, Working with building owners when scaffolding is planned, public art can be commissioned or used as a vehicle to market and advertise the district.

Temporary scaffold throughout the district indicates future development but creates unsightly pedestrian obstacles.

Shown: 27th Street between 5th & 6th Avenues, left, Broadway between 20th & 21st Streets, right.



Good lighting conditions in scaffold provide a greater sense of security.

Shown: 22nd Street between 5th & 6th Avenues, left, 26th Street between Madison & Park Avenues, right.



Signage hanging from scaffold can create an unattractive mess to the streetscape.

Shown: 5th Avenue at 23rd Street, left, 23rd Street between Fifth & 6th Avenues, right.





The Flatiron/23rd Street Partnership banner successfully markets the BID and area businesses (above). Various organizations and corporations also use banners to advertise in the Flatiron/23rd Street District (right).

## Banners

The Flatiron/23rd Street Partnership has successfully established a branding campaign using streetlight banners. The banners not only help define the district for pedestrians, they are also terrific places for area business to advertise in a clear and unified way. Some sections of the district, however, are lacking partnership banners and alternatively have banners representing other organizations. Without consistent banners throughout the area it appears confusing. A coordinated effort among organizations would make the district appear more unified.



5th Avenue between 25th & 26th Streets



6th Avenue between 22nd & 23rd Streets



26th Street at Broadway

## Signage

The Flatiron/23rd Street District has a diversity of businesses, each advertising to pedestrians through various types of signage. While the existing signs contribute to the commercial sense of the area, a series of understated supplementary signage guidelines has the potential to offer a subtle unification along 23rd Street and other main corridors.



When graphics are simple, hanging signs/flags are visible from a distance and unobstructed on a busy sidewalk.

Shown: 23rd Street between 5th & 6th Avenues, left, 26th between 5th & 6th Avenues, right.



A-Frame and other freestanding signs can clutter sidewalks.

Shown: 25th between Park & Lexington Avenues, left, Broadway between 21st & 22nd Streets, right.



Partnership garbage receptacles provide a branding opportunity while also providing assurance that the area is tightly maintained

Shown: partnership garbage can at 22nd Street and Park Avenue.

### Garbage Receptacles

The Flatiron/23rd Street Partnership has done an outstanding job implementing a garbage receptacle branding program. On many street corners throughout the district, receptacles displaying both the partnership logo and a local sponsors' logo provide a sense of identity and convey a dedicated commitment to keeping the streets clean.

While the garbage cans are successful in marketing the BID, they are not placed consistently through the district. Location of these cans is particularly important in areas that are not often thought of as the Flatiron/23rd Street District. Cans in some of these less prominent areas would help define the district.

Also, garbage from private businesses is collected on the sidewalk. These piles of garbage are necessary for day to day operations of commercial spaces and are a function of city sanitation. However, commercial garbage piles add obstacles to sidewalk space and can lead to rodents. Close cooperation with businesses can ensure that garbage piles on sidewalks are neatly maintained to provide as much space for pedestrians as possible.

Non-Partnership garbage receptacles within the district give a sense that certain areas are less important than others.

Shown: 28th Street between 5th & Madison Avenues, left, Madison Avenue at 28th Street, right.



Commercial garbage is placed on sidewalks to be collected, but can be a foul eye-sore for pedestrians.



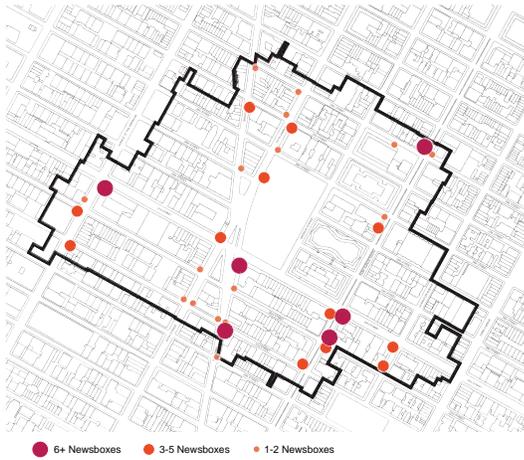
Broadway between 21st & 22nd Streets



23rd Street between 5th & 6th Avenues



28th Street between Broadway & Madison Avenues



## Newsboxes

Protected by the Freedom of Speech Act, newsboxes distribute newspapers and other free reading material to the public. Yet, they often are scattered around sidewalks without clean alignment and can be a nuisance to pedestrians and property owners. Newsboxes that stand alone can be viewed as garbage and tend to be more vulnerable to graffiti and stickers.

By either securing them together or providing a more permanent distribution box, newsboxes can seem less like sidewalk clutter and more properly maintained.

Aligned and maintained newsboxes appear tidier.



Lexington Avenue between 24th & 25th Streets



Fifth Avenue between 26th & 27th Streets

Individually placed or scattered newsboxes make the sidewalk seem unkempt and attracts debris and vandalism.



28th Street between Park & Lexington Avenues



Lexington Avenue between 25th & 26th Streets.

### Historic Views

In addition to the many historic buildings and landmarks within the Flatiron/23rd Street District, there are exceptional views of the Empire State Building and other prominent New York City sites. The historic views bring tourists, with cameras in hand, to the area, making Madison Square Park a destination.

Sidewalks that have unobstructed shots of historic buildings could be highlighted in a streetscape program. Design elements could enhance the already existing vantage points to attract and impress more visitors.

The Flatiron Building is an iconic New York Landmark, alluring to both tourists and residents who stop to capture its magnificent angle.

Shown: Fifth Avenue between 25th Street and 26th Street



The wide intersection at 5th Avenue and Broadway allows for one of the City's best unobstructed views of the Empire State Building.

Shown: Fifth Avenue at 23rd Street.



## Phone Booths

Both major and minor sidewalks in the Flatiron/23rd Street District have various styles of phone booths. Larger booths take up sizable sidewalk room, but are important for advertising space. Smaller phone stands are less obtrusive on the sidewalk, but often appear less maintained.

While largely underutilized, it is unlikely that phone booths will be removed from sidewalks. If an option is available, a rounded or slanted top booth without a shelf is preferable because they do not provide spaces for bottles and other litter to be left behind.

Flat spaces on phone booths provide shelves for litter.

Shown: 6th Avenue between 22nd & 23rd Streets, left, 23rd Street between 5th & 6th Avenues, right.



Slanted phone booths do not provide shelf space for garbage.

Shown: 26th Street between 5th & Madison Avenues, left, Park Avenue between 23rd & 24th Streets, right.



## Vendors

Throughout New York, food, electronics, bags, and art are sold from tables on sidewalks. Many sellers are permitted through the city while others are using their first amendment rights for artistic expression.

While issues with vendors, particularly illegal vending and permitting, are largely controlled through enforcement, vendors can cooperate in maintaining the district by assuming responsibility for their immediate surroundings. Maintenance is particularly important for food vendors when garbage is produced by their product.

### Street vendors set up tables to sell various merchandise



6th Avenue between 21st & 22nd Streets



21st Street at 6th Avenue



28th Street between Broadway and Madison Avenue



Park Avenue between 27th Street

### Food vendors are popular breakfast and lunch stops through the 23rd St./Flatiron district



6th Avenue between 22nd & 23rd Streets



Madison Avenue between 27th & 28th Streets



25th Street between Lexington & 3rd Avenues



Broadway at 23rd Street



An inventory of street trees shows clusters in some areas, while other sections are lacking in green.

### Street Tree Planting

Street trees provide numerous benefits to the city, from offering more “green” to the urban fabric, helping air quality, to supplying shade. Street trees can also scale down a busy street, giving a more intimate feel, without contributing to sidewalk clutter.

Street trees in the Flatiron/23rd Street District are disparate in location. There is no real rhythm or consistent pattern on any block, with the exception of 22nd Street between Broadway & Park. More trees along the major streets, such as 23rd Street, could help make the streetscape seem grand, and inviting.

Street trees can make a residential street seem like a quiet escape from an overwhelming city. On a busy street, like 23rd, trees help filter the air and serve as a green barrier between buildings and cars.



22nd Street between Lexington & 3rd Avenues



23rd Street between Lexington & 3rd Avenues

Without street trees, sidewalks seem barren and exposed.



5th Ave between 26th & 27th Streets



Park Avenue between 23rd & 24th Streets



Focused less on advertising, sidewalk spanning awnings contextually fit better on more residential/neighborhood blocks. (Shown: 22nd Street between Broadway & Park Avenue, left).

## Awnings

Awnings can provide a splash of color, needed shade & canopy cover and a canvas for signage & promotion to a streetscape experience; most often, they are positive additions. Depending on the type of awning and the type of street, awnings can be problematic.

Awnings that span the entire width of the sidewalk and have poles touch down to the pavement can contribute to unnecessary sidewalk clutter. Not only do the poles create more small obstructions to pedestrian movement, but also become unofficial bike racks, thus reducing the visual intent of the awning and increasing the size of the physical obstruction on the sidewalk.

Awnings of this nature should be rethought on major pedestrian thoroughfares in terms of their functional contribution to the sidewalk.



Awnings can reinforce the eclectic diversity of an area. Shown: 21st Street between 5th & 6th Avenues.



Awnings can help unify more disparate uses. Shown: 23rd Street between Madison & Park Avenues.



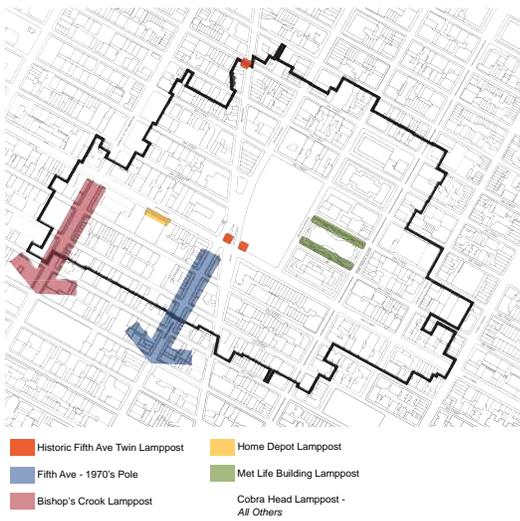
Cantilevered awnings supply promotion and shaded cover without additional sidewalk clutter. Shown: 23rd Street between Lexington & 3rd Avenues.



Awnings with poles that touch down on the sidewalk typically become bicycle racks. Shown: 23rd Street between Park & Lexington Avenues, left, 25th Street between Lexington & 3rd Avenues, right.



Some blocks are visually dominated by sidewalk spanning awnings. Shown: 23rd Street between Madison & Park Avenues.



## Lighting

Lighting can serve a purpose greater than providing illumination for visibility and feelings of safety at night. Decorative fixtures can contribute to a unique sense of place that can subtly tie different areas together as well as demarcating sub-areas within a larger district.

The BID currently contains six different types of street light poles. The standard cobra head light pole dominates the district, with the others being decorative poles either unique to a building & block (Metropolitan Life Building, Home Depot), a commercial street in a historic district (6th Ave), or areas that once had a more uniform treatment (5th Ave, Historic 5th Ave Twin Lamppost).



Standard Cobra Head Lamppost



Historic Fifth Avenue Twin Lampposts



Fifth Avenue 1970's Pole



Home Depot Lamppost



Met Life Building Lampposts



Bishop's Crook Lamppost



There are many sidewalks in great condition with both decorative and more modest treatments.

Shown: 23rd Street between Broadway & Madison Avenue, top, 25th Street between Madison & Park Avenues, bottom.

### Sidewalk Paving

Sidewalk paving in the district varies from typical plain grey concrete to granite slabs to exposed aggregate concrete to decorative concrete pavers, each with either concrete, steel edged or granite curbs. The pattern of sidewalk paving materials shows an ongoing, site-by-site patchwork of replacement and improvements projects.

The condition of sidewalk paving varies as well. Some areas are in good condition, some are in disrepair. Either condition is in some ways a reflection on the character of the block itself.

Universal accessibility should also be a baseline standard for the district. Uneven paving is arguably inaccessible to some and within the district there are corners and pedestrian refuge medians that do not have pedestrian curb cuts and do not meet the Americans with Disabilities Act (ADA) regulations.



Broken and unmaintained sidewalk paving is arguably inaccessible, an eyesore and creates a perception of an "unkept & uncared for" area.

Shown: 29th Street between 5th & Madison Avenues, left, Park Avenue between 26th & 27th Streets, right.



Lack of pedestrian curb cuts and accessibility does not meet ADA regulations or contribute to a pedestrian-oriented sense of place.

Shown: 5th Avenue @ 26th Street, left, 23rd Street @ Park Avenue, right.



Failing catch basins at corner intersections erode curbs & curb cuts, and affect accessibility. Shown: Broadway between 21st & 22nd Streets.

## Drainage

Failing roadway paving, drainage patterns and catch basins create pools of standing water, and subsequently reduce the pedestrian comfort and image of the sidewalk experience.



Standing water in gutters is unsanitary and, at crosswalks, reduces the comfort of accessibility.

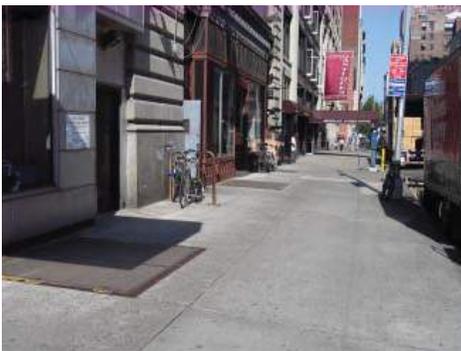
Shown: 29th Street between 5th & Madison Avenues, left, Broadway at 26th Street, right.



Grates and subway station entries do not preclude nearby street tree plantings. Shown: Broadway between 22nd & 23rd Streets.

## Sidewalk Vaults & Grates

Sidewalk vaults and grates are a reality on many sidewalks in the city, and no less prevalent in the BID district. Underground utilities, train lines and building basements will need to be taken into account when planning for new streetscape elements.



Vaults to building basements and long strips of subway grates will dictate to some extent the placement of streetscape amenities.

Shown: 25th Street between 5th & 6th Avenues, left, Broadway between 21st & 22nd Streets., right.

## Bumpouts

Bumpouts are sidewalk extensions that usually extend the width of an existing parking bay. Bumpouts occurring at corners serve several functions, such as adding more sidewalk space for pedestrian sidewalk amenities, shorten crosswalk distances, and calming traffic.

The BID has several “mini” bumpouts, that extend the sidewalk approximately half a parking bay (4-5 feet). Some utilize the additional space for sidewalk amenities or make up sidewalk space lost to subway entrances/exits.



“Mini” bumpout creating 4-5 foot “no man’s land.”

Shown: 23rd Street between Madison & Park Avenues.



Bumpout to make up space from subway/train entrances & exits.

Shown: 23rd Street at 6th Avenue.



Bumpout to allow for additional sidewalk amenities.

Shown: 25th Street between Broadway & 5th Avenue.

## Pinch Points

There are a number of instances where sidewalk amenities create more visual and physical obstructions to the sidewalk.

It is especially evident on 23rd Street (one of the higher pedestrian traffic streets), where newsstands abut subway entrances/exits. This pinches a 20 foot sidewalk to about 6 feet. This bottleneck contributes to the pedestrian congestion issue on 23rd Street.

Reassessing the placement of such sidewalk entities can maintain the service they provide while improving pedestrian circulation and accessibility.



23rd Street between Park & Lexington Avenues (northeast corner)



23rd Street between Park & Lexington Avenues (northeast corner)



23rd Street between Park & Lexington Avenues (southeast corner)

## Planters

Planters can make a street feel more intimate in the absence of street trees. They also bring attention to the commercial spaces they are in front of and act as a barrier to the street. In general, though, planters obstruct the sidewalk and when not maintained are visually unappealing. In fact, planters are not legal when they are more than 18" from the storefront.

Throughout the Flatiron/23rd Street District shops, restaurants, and hotels set planters outside of their entrances. Some place them far away from the building and closer to the street, while others keep them close to the front door and out of the way of pedestrian movement.

Planters can obstruct the sidewalk and add to sidewalk clutter.

Shown: 21st Street between 5th & 6th Avenues, left, Broadway between 24th & 28th Streets, right.



Planters are often in sidewalk spaces where street trees would be more appropriate.

Shown: Lexington Avenue between 22nd & 23rd Streets, left, 21st Street between Park & Lexington Avenues, right.



When not maintained, planters are an eye-sore to the sidewalk.

Shown: Broadway between 20th & 21st Streets, left, 24th Street between 5th & 6th Avenues, right.



Planters flush against a building can create a regal entrance without overwhelming sidewalk space.

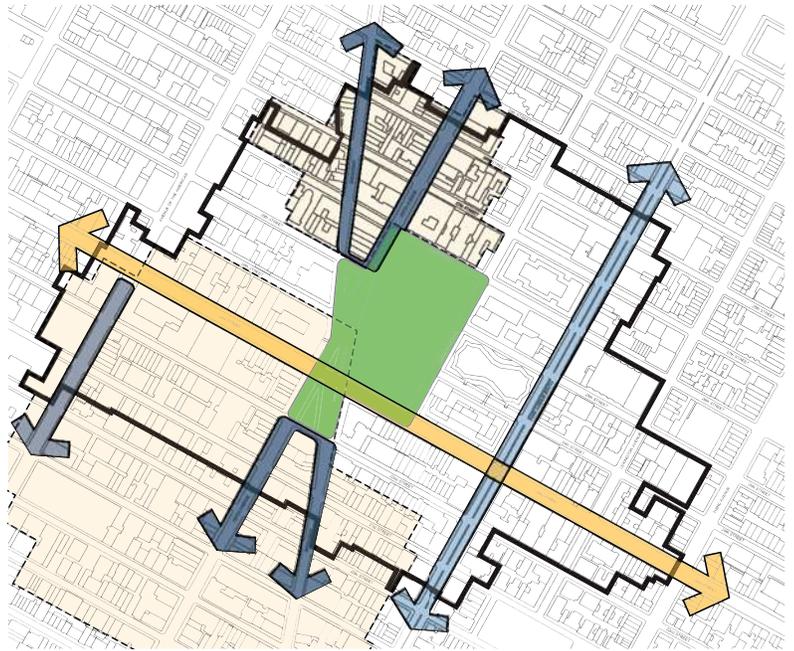
Shown: 29th Street between 5th & Madison Avenues, left, 26th Street between Park & Lexington Avenues, right.





## INTRODUCTION

Consistent streetscape amenities will help define the Flatiron/23rd Street District. As already shown through the success of the banner and garbage receptacle program, a distinguishable sidewalk amenity sends a message of commitment and stewardship to a neighborhood (with the perception of more exciting changes to come).



Street hierarchy in the Flatiron/23rd Street District is defined by pedestrian traffic, vehicle use, and street width. More heavily used streets are prioritized in a phased strategy for streetscape improvements.

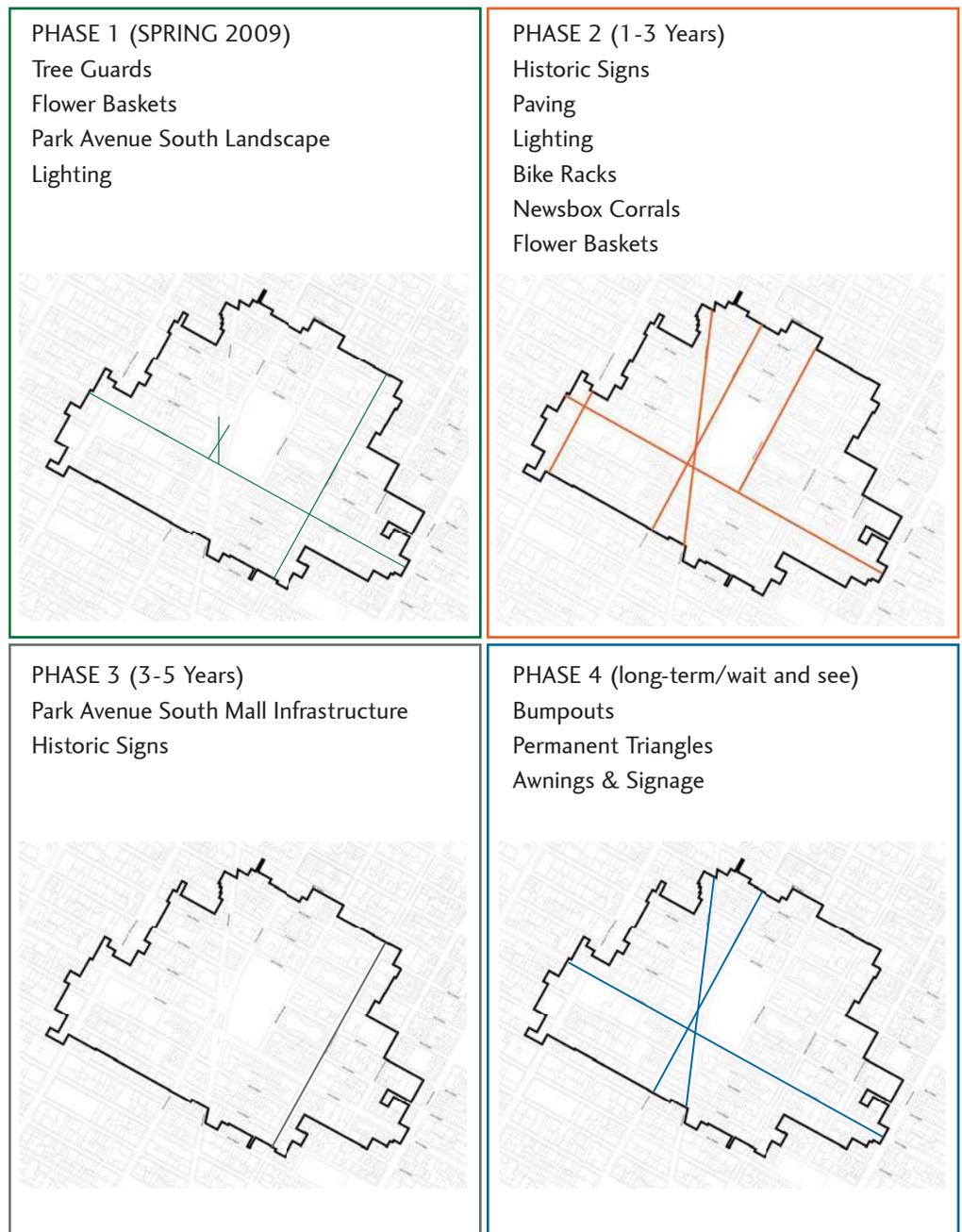
Recommendations for streetscape improvements in the Flatiron/23rd Street District are dependant on two important factors: 1) street hierarchy and 2) infrastructure and financial investment. As articulated in the recommendations below, each streetscape amenity is considered in terms of these two factors to inform a phased implementation of district improvements.

In terms of investment considerations, streetscape elements range in cost and physical requirement. In the simplest of investment needs, the Flatiron/23rd Street District has the opportunity to improve its pedestrian circulation and overall perception through minor aesthetic improvements. These include landscape and visual information improvements, such as tree pits, flower baskets, and historic signage. In a long-term streetscape plan, more costly infrastructure investments, including widened sidewalks, will greatly advance the flow, safety, and cleanliness of the district without compromising the neighborhood character.

Street hierarchy is classified in terms of heaviest pedestrian and vehicle traffic, width of sidewalk, and transit stops. As such, the most important streets in the district are 23rd Street, Broadway, 5th Avenue, Park Avenue, and 6th Avenue. While other streets certainly have significance, these particular ones have the most potential for a visible streetscape plan to improve the district's identity.

Based on the order of street hierarchy and investment, a four phased implementation plan is suggested over a five year period, as shown in the graphic below.

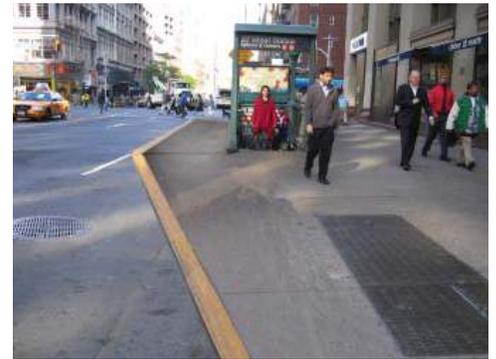
Most streetscape elements that are included in the phases can be implemented by the BID with coordination of city agencies. Other elements, including paving and awnings, involve coordination between the BID and private property owners. These elements are more difficult to implement as private property owners must be encouraged to participate in a voluntary design improvement program, as further detailed in the following plan.



Phase 1 of 23rd Street with elements (left), Phase 2 of 23rd Street between 5th and 6th Avenues (right).



Phase 3 of 23rd Street with elements (left), Phase 4 of 23rd Street at 6th Avenues with a new bumpout (right).



As a matter of organizational approach the recommendations have been categorized in the following order:

Visual Information

- Banners
- Awnings and Signage
- Visitor and Historic Signage

Landscape

- Street Trees
- Tree Pits
- Flower Baskets
- Park Avenue South Malls

Furnishing and Amenities

- Bike Racks
- Newsboxes
- Garbage receptacle

Infrastructure

- Pinch Points/High Pedestrian Traffic
- Park Avenue South Malls
- Lighting
- Paving
- Triangles

Below each element is an implementation map showing which phase the element will be introduced and the intended streets for each particular phase.

Lastly, several sidewalk elements, such as planters, scaffold, pay phones, and vendors, require a strong enforcement strategy to control cleanliness and sidewalk congestion and have been explained in terms of regulations and guidelines.



Wayfinding signage in Washington D.C.



Historical signage in downtown Manhattan



Signage embedded in paving in Washington, D.C. (above), Downtown Manhattan (right).

## Visitor & Historic Signage

### Issues and Opportunities

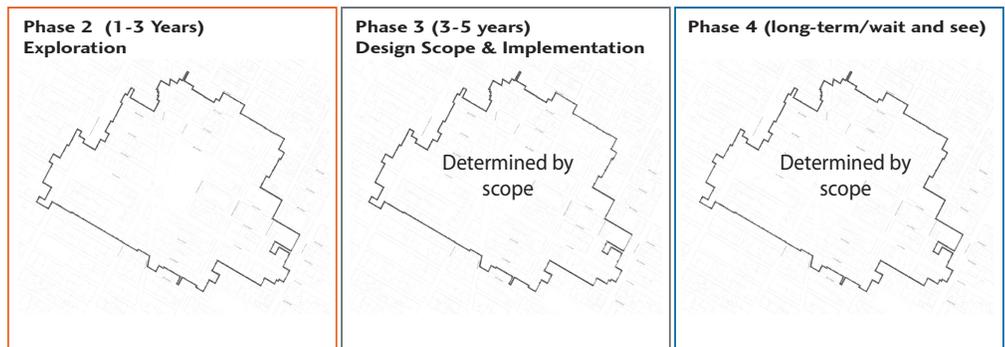
The general history of the district (famous inhabitants, events & attractions, views, and buildings) brings tourists, with cameras in hand, to the area, making Madison Square Park and the surrounding area a destination. In many areas of the city signage is a useful tool for tourists, providing a friendly identity, easing a visitor's experience, and also interesting to New Yorkers. Historical signage, building off of and enhancing the existing Walking Tour of the Historic Flatiron District, will further memorialize and better tell the story of the district's historical & cultural heritage.

### Overall Strategy

The informational kiosk to be located at the new Public Plaza will serve area visitors with directional guidance and area information. The design concept for the kiosk can be carried into historical signage throughout the District.

There is potential to place historical signs at specific locations along 23rd Street and around Madison Square Park, particularly in spaces that have unobstructed shots of historic buildings, such as the Empire State Building. Information may include facts and historic images of Ladies Mile, the Madison Square Park Hotel, and the 23rd Street "ski-doo."

As part of the phase 2 plan, the BID can explore the need for this program by speaking to other BIDs and information strategists to consider exact site identification, thematic development, and kiosk design. A costlier full blown design scope and implementation strategy would occur in phase 3.



Phase Implementation of historic signage



23rd Street at Madison Avenue before (above) and after proposed guidelines (bottom)

## Awnings and Signage

### Issues and Opportunities

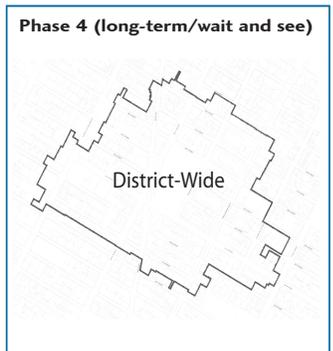
Awnings that span the entire width of the major sidewalks and have poles touch down to the pavement can contribute to unnecessary sidewalk clutter. Not only do the poles create more obstructions to pedestrian movement and look dirty, but also become unofficial bike racks. This is particularly a problem on 23rd Street around Madison Avenue.

### Overall Strategy

Existing awnings throughout the district largely comply with city regulations, therefore making them difficult to alter or improve. However, the Partnership can establish voluntary design guidelines, which include awning treatments and facade improvements. Interested businesses could be provided with grants to fund improvements in compliance with the guidelines.

Improvements would include: signage, awnings, painting, lighting, & security gates. The BID can apply for the SBS Avenue NYC Façade Improvement Management Program and use the funds towards providing merchants with incentives, such as \$1,000 for improvements, design guidance, and referrals for local contractors. The Partnership should also work with building owners to apply for New York State Main Street Program for matching grants up to \$10,000.

Implementation can occur in phase 4 based upon an effort by the Partnership to consult with interested businesses and promote the program.





Before and after images with street trees at 25th Street between 5th and 6th Avenues (above). Existing tree locations along 23rd Street (below).

## LANDSCAPE

### Street Tree Planting

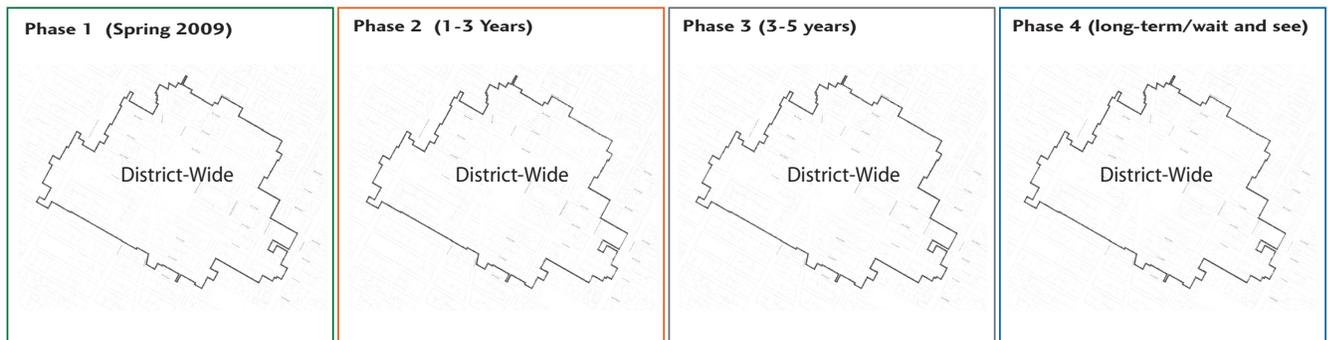
#### Issues and Opportunities

Street trees in the Flatiron/23rd Street District are disparate in location and species. The benefits of planting more trees are numerous: improvement of air quality, supply of shade & cooling the urban heat island effect, reduction of stormwater runoff, a more defined “green” image to the district, and subsequently, an increase in property values.

#### Overall Strategy

The MillionTreesNYC initiative makes this the perfect time for the district to build off the existing tree plantings in the district and fill in the gaps where street trees are sadly missing. Taking advantage of free street trees makes their cost-effectiveness even greater, especially in the long term. The BID has been proactive with the MillionTreesNYC initiative, but also needs to pursue alternative methods.

The BID would benefit by planting trees itself. A partnership can be made between property owners in which the BID conducts surveys for vaults, subway lines, and underground utilities and in turn owners would then plant and maintain trees in appropriate places. The BID and building owners can also participate in the Partnership for Parks Tree Academy to understand street tree stewardship and tree sponsorship programs. It is suggested that the BID work with residential buildings first with the goal of surveying and planting along four blocks in the district each year.





Custom decorative tree guard



Standard granite block pavers (above), standard iron wicket tree guard (below).

## Street Tree Pits/Guards

### Issues and Opportunities

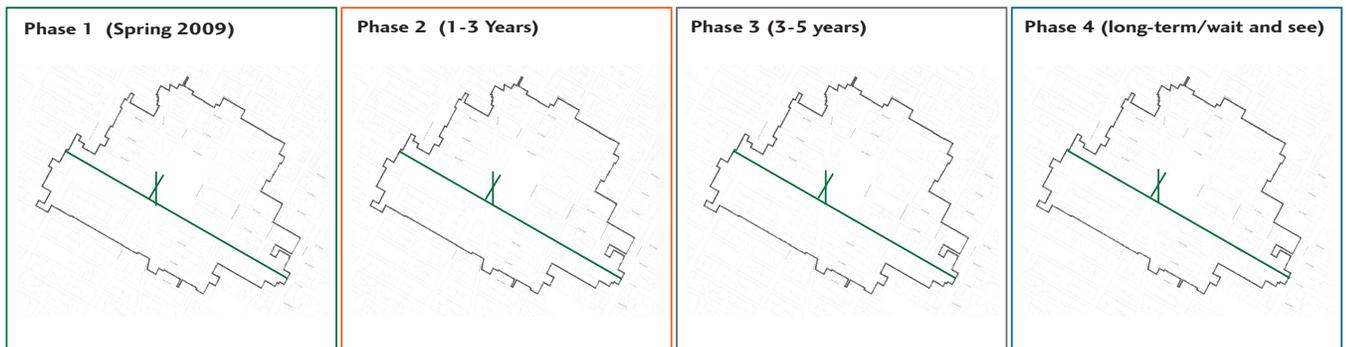
The treatment of tree pits in the district is as disparate as the placement of street trees. Standard NYC Parks & Recreation granite block pavers, if used consistently, can start to provide a subtle unifying element along a block or blocks within a district. This treatment also provides a relatively flush condition with the sidewalk, facilitating pedestrian movement in pinched areas with high pedestrian traffic, while protecting the tree pit from pedestrian trampling.

Similarly, tree guards can be an enhancing element that helps tie a district or portions of a district together. The additional benefits of tree guards include: allowance for decorative understory plantings, protection from dog waste, and protection from pedestrian trampling & parking vehicles.

### Overall Strategy

There are few regulations for replacing tree pits, facilitating a relatively easy implementation. It is suggested that three standard pits be used throughout the district: 1) standard granite block pavers to be used on major streets; 2) a custom decorative iron tree guard incorporating the BID logo, and 3) an iron wicket tree guard with decorative planting for private buildings that are interested in sharing responsibility of planting and maintaining the tree pits.

The custom guard is recommended along 23rd Street in phase 1. In subsequent phases the BID should seek partnership with private building owners to install guards or pavers in front of their buildings.



## Park Avenue Malls

### Issues and Opportunities

The eight Park Avenue malls in the Flatiron/23rd Street District are currently planted with trees and ivy. The ivy is useful in hiding garbage and minimizing maintenance, however it is unnoticeable and lacks color. Other malls in New York, such as on Broadway, are maintained and seasonally landscaped to create more attractive avenues that make the area more desirable. Similar to these spaces, there is great opportunity to enhance the malls on Park Avenue with colorful plantings.

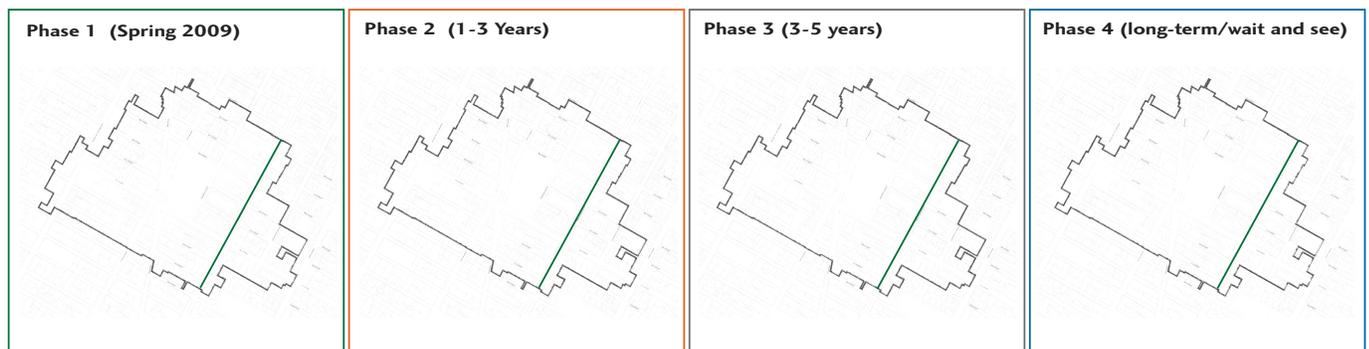
### Overall Strategy

It is recommended that the BID relieve the Parks Department of maintaining the Mall plantings. In phase 1, the sixteen end planters can be resoiled and seasonally planted. The 32 middle planters should be maintained and trees should be replaced where needed. As further explained in the infrastructure section below, in phase 4 it is recommended that the Malls be widened and planters be continuous along their length.

The BID should also pursue creating an Adopt-a-Mall program to sponsor the maintenance of the malls and plantings.



Proposed landscape of Park Avenue Malls





Fifth Avenue lamppost with flower basket

## Flower Baskets

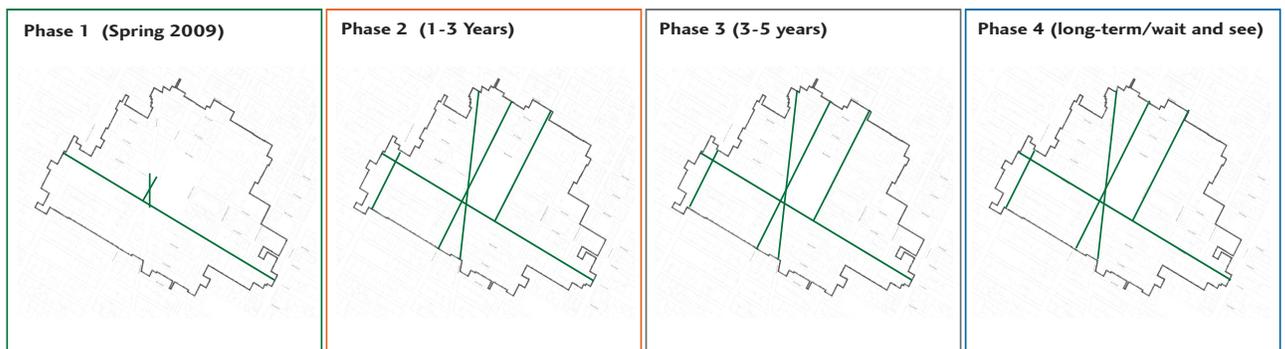
### Issues and Opportunities

Throughout numerous surveys and interviews regarding the district, “more green and color through landscaping” consistently came up as a desired element. Beyond new street trees and understory plantings in tree pits, hanging flower baskets from light poles are an additional way to add a splash of landscape color, in both the immediate term and on future decorative light poles. Flower baskets can be used year round for both planting and as festive decoration.

### Overall Strategy

As the simplest of streetscape elements to implement, flower baskets on existing light poles along 23rd Street can be a priority in the first phase of the streetscape plan. It is suggested that the wraparound baskets be used as they can be more permanent, year-round fixtures and appear tidier along the street.

Baskets would first be implemented along 23rd Street and along the Public Plaza at 5th Avenue and Broadway. In the second phase they would be placed on 6th Avenue, Madison, Fifth, and Broadway. Additional baskets along side streets may be decided on a case by case basis or with partnership with building owners.





## FURNISHING AND AMENITIES

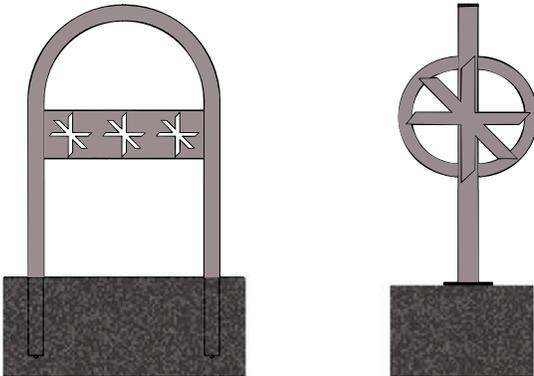
### Bike Racks

#### Issues and Opportunities

Bikes are a popular mode of transportation in the Flatiron/23rd Street District. While their increase in use has tremendous benefits for the city and its residents, bikes add clutter to the sidewalks when not properly locked to installed racks. Chained to trees, scaffold, parking meters, traffic poles, and bus stops, bikes often become eye-sores and hazardous to heavily trafficked areas.

#### Overall Strategy

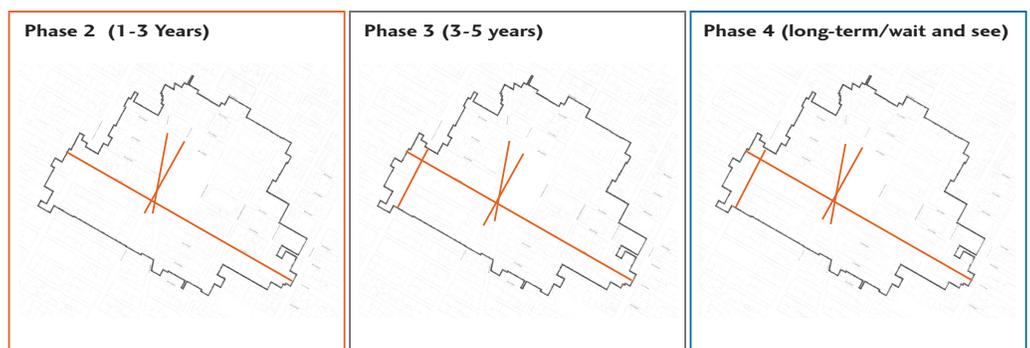
In addition to the standard single hoop, ribbon rack, and the Cemusa bike parking station installed at 6th Avenue and 23rd Street, a decorative or custom district bike design could also help further unify streetscape elements and contribute to the district's identity. A design competition for a district bike rack could be a creative, fun, way to involve area artists in the streetscape design—and can also incorporate the BID logo. A custom bike rack would require approval from DOT and the landmarks commission (if used in the two historic districts).

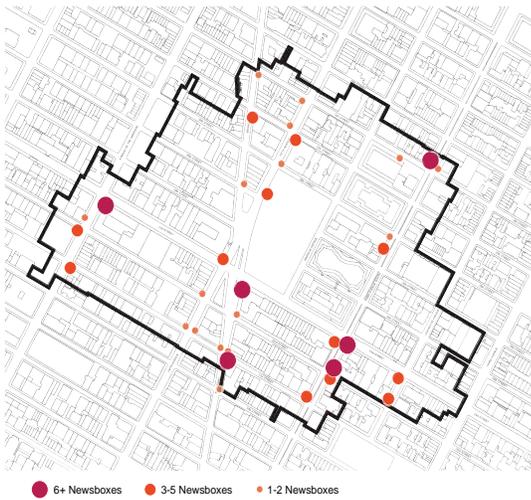


Sample bike racks incorporating the BID logo

The district rack would have the most impact along 23rd Street, particularly in areas where clusters of “private” bikes (not commercial or delivery) tend to park, and in close proximity to subway stations, where there are generally high concentrations of pedestrians and to encourage & support multi-modes of getting to and from the district (park-and-ride).

Racks should be placed parallel with the street to avoid bikes parked into the sidewalk. They can be spaced close enough to create a presence while also encouraging bike tidiness. It is recommended that the BID first consult with the DOT Cityracks program to determine if the city will be installing new racks. If there is no city plan, the district should pursue the custom rack in phase 2.





Newsbox locations in the Flatiron/23rd Street District

## Newsboxes

### Issues and Opportunities

Newsboxes distribute newspapers and other free reading material to the public. Yet, they often are scattered around sidewalks without clean alignment and can be a nuisance to pedestrians and property owners. Custom newsboxes have been used in other districts in the city, however, they do not always prove to be a solution as some newspaper companies will continue to use their own boxes. Custom newsboxes are also expensive and require maintenance.

### Overall Strategy

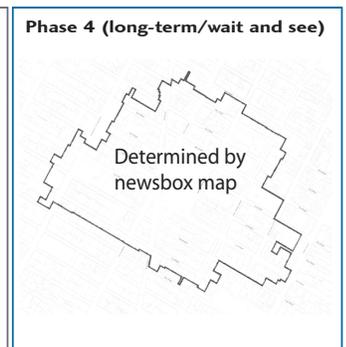
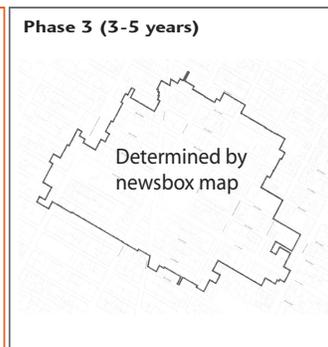
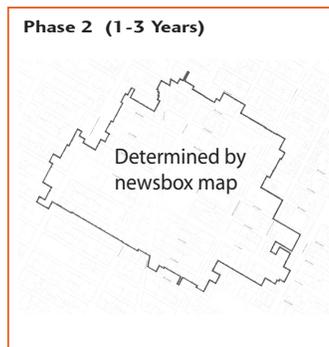
Because of the expense and questionable effectiveness, custom newsboxes are not a first phase priority. It is recommended that the BID wait for the potential new city-wide Cemusa newsbox before making an investment of its own and then re-asses the issue. An alternative option is to secure boxes that appear in highly saturated locations (as shown on map, left) together with a corral, keeping them aligned and in order. Legal rulings on newbox placement should continue to be monitored.



Madison Avenue (left); Chicago (middle) 34th Street (right);



Newsboxes secured together with bar, Toronto (right), prototype of proposed replacement corrals for Toronto (left).





Partnership garbage can at 22nd Street and Park Avenue

## Garbage Receptacles

### Issues and Opportunities

The Flatiron/23rd Street Partnership has done an outstanding job implementing a garbage can branding program. On many street corners throughout the district, cans displaying both the partnership logo and a local sponsor's logo provide a sense of identity and convey a dedicated commitment to keeping the streets clean. While the garbage cans are successful in marketing the BID, they are not placed consistently throughout the district. Location of these cans is particularly important in areas that are not often thought of as the Flatiron/23rd Street District.

### Overall Strategy

The BID has already acknowledged issues pertaining to disparate garbage cans and is focused on finding sponsors in areas lacking BID receptacles, particularly on major streets. The BID also should continue outreach and distribution of the "At a Glance: NYC Sanitation Regulations," with a focused effort towards smaller businesses that are less familiar with regulations—often leaving garbage in tree pits and other inappropriate locations.

This is a district-wide effort already underway and therefore is not considered in the phased implementation strategy.

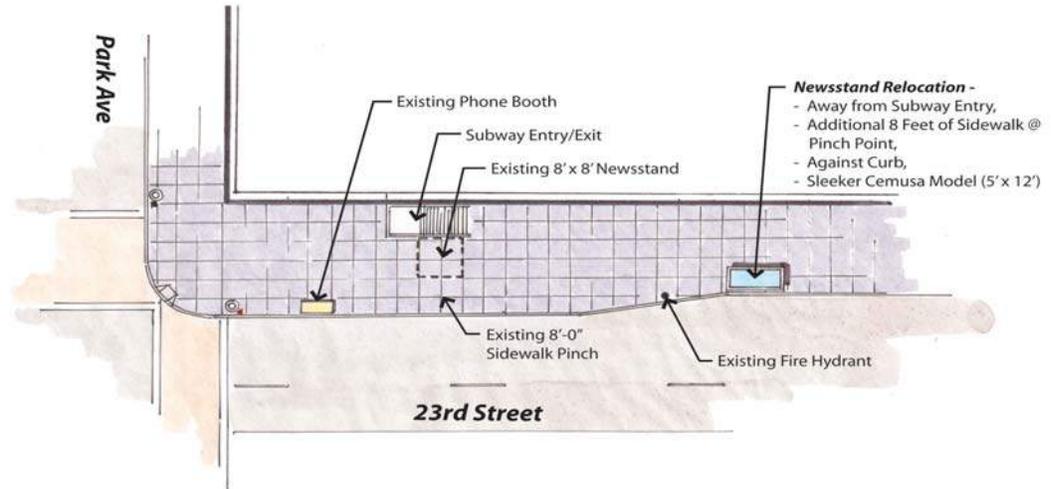


Commercial garbage left on a 23rd Street tree pit

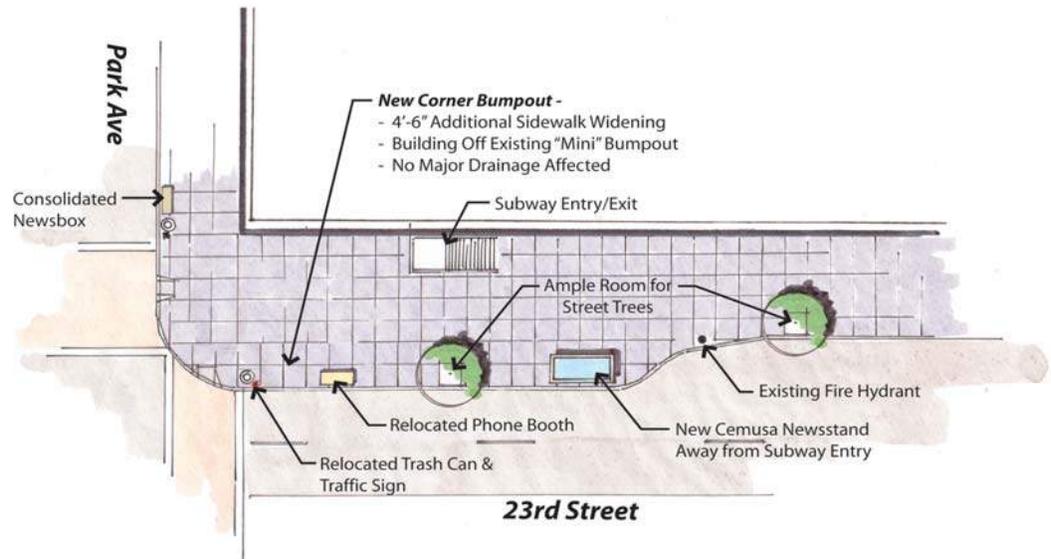


Many of the “mini” bumpouts already existing in the district present varying degrees of opportunity to build out as full bumpouts, in terms of existing infrastructure that would support. Converting the “mini” bumpouts on 23rd Street, where shorter crosswalk distances and additional sidewalk space are needed, would greatly benefit that street.

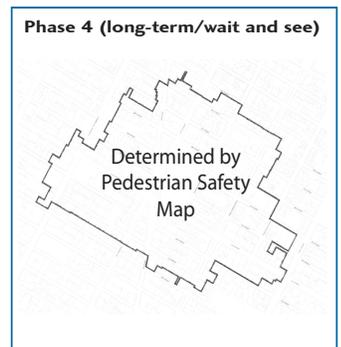
It is suggested that the BID advocate for bumpouts in the district where pedestrian concerns are high.



Short-term adjustment of sidewalk amenities



Long term infrastructure solution and sample amenity layout



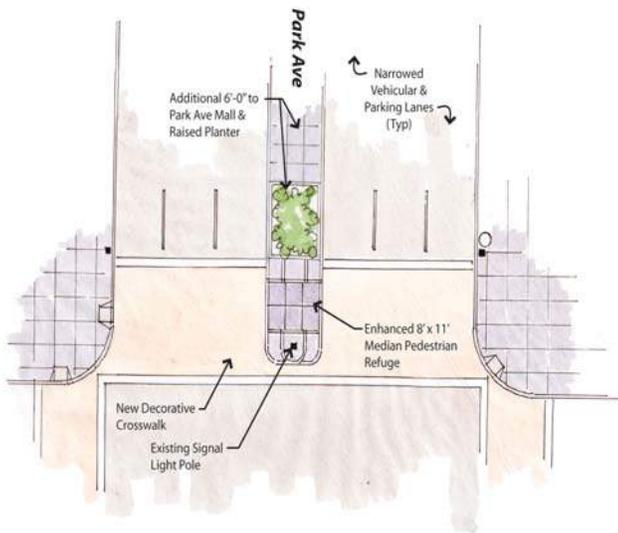
## Park Avenue Malls

### Issues and Opportunities

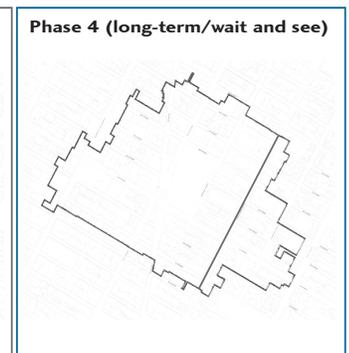
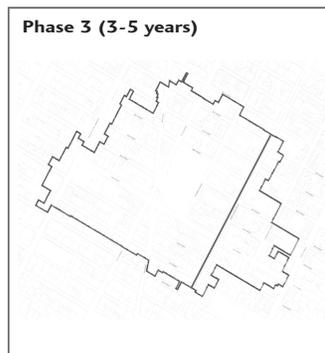
The Park Avenue malls in the Flatiron/23rd Street District are dangerously narrow. While the malls along Park Avenue in the Upper East Side are 20+ ft. in width, in this district they are only 5 ft., leaving very little room for pedestrians to wait for a light to change when crossing the street. Furthermore, only a few of the malls have curbcuts to allow for wheelchairs to easily cross.

### Overall Strategy

The pedestrian crash data shows consistent accidents along the entire stretch of Park Avenue. As with the pinch points and bumpouts, the BID should work with DOT to make this infrastructure investment a priority. There is ample room to widen the malls, lessening the roadway without dramatically influencing vehicular traffic.



Proposed Park Avenue Malls





5th Avenue lamppost with banner and flower basket

## Lighting

### Issues and Opportunities

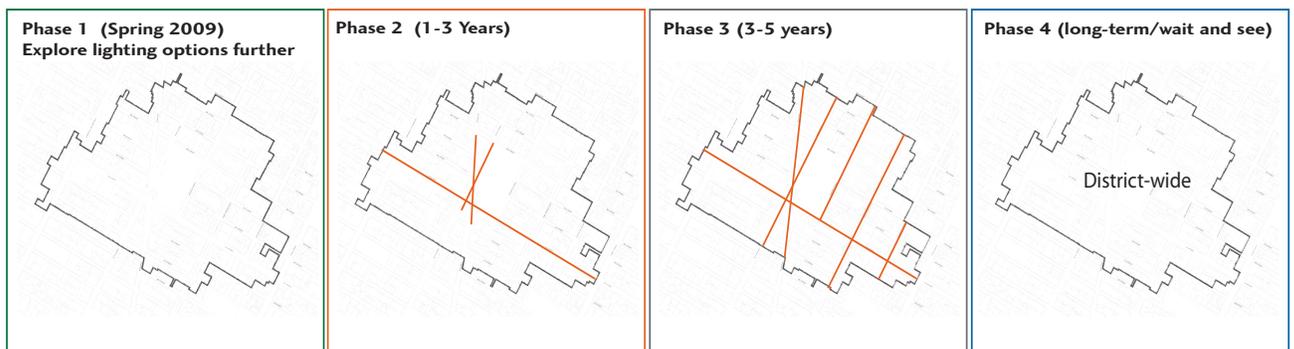
Lighting can serve a purpose greater than providing illumination for visibility and safety at night. Decorative fixtures can contribute to a unique sense of place that can subtly tie different areas together as well as demarcating sub-areas within a larger district. A series of decorative light poles can reinforce certain existing styles and identities within the district, while the introduction of new decorative poles can start to define and differentiate a more unique character in others.

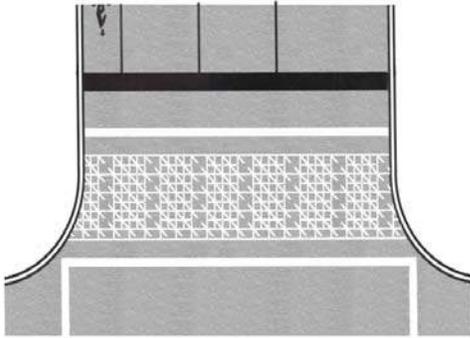
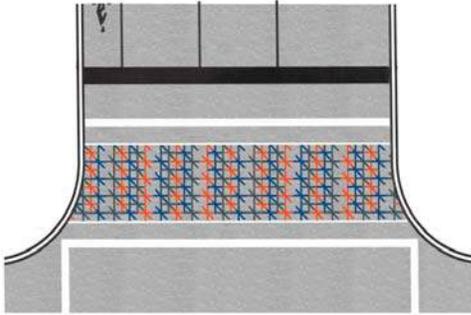
### Overall Strategy

It is recommended that the Bishop's Crook Lamppost on 6th Ave and the specialty light poles around the Metropolitan Life Building be maintained. In phase 2, existing cobra head lampposts on all secondary streets remain, but can be painted by the Partnership in a color unique to the district or that makes the pole recede into the background.

Also in phase 2, along 23rd Street and the Broadway/5th Avenue intersection it is recommended that the historic 5th Avenue twin lamppost, or similar model from the upcoming fall DOT catalogue, be used in parallel with the street to create a distinctive district character and open sightlines down the street. The 5th Avenue pole is suggested because it is historic, has precedent in the neighborhood, and is in the DOT catalog. The lamp will replace all cobra head and traffic poles. In phase 3, all poles on Avenues in the district, including Madison, Park, and Lexington, will be replaced. Eventually in phase 4, the remainder of the district will have new poles.

It is understood that this streetscape element is a major financial investment, but the BID can seek City Council funding through elected officials.





## Sidewalk Paving

### Issues and Opportunities

Sidewalk paving, much like other sidewalk elements, can subtly contribute to a positive and cohesive streetscape experience. There is a baseline level of quality (cleanliness, even surfaces, pedestrian curb cuts at crosswalks, few or no cracks, general cleanliness) that goes a long way, in terms of the image it reflects on the block, the entities on the block and the district as a whole.

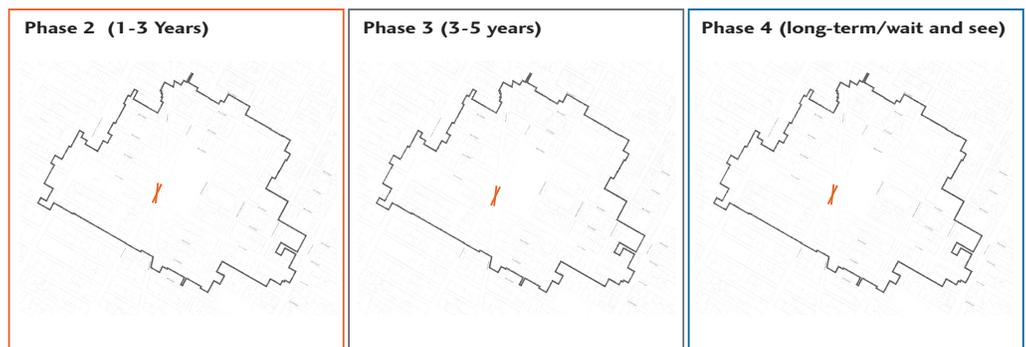
### Overall Strategy

With the Art Commission, the NYC Department of Transportation is looking at expanding their approved sidewalk palette to include 1) a 3% tinted grey with sawcut joints, 2) an exposed aggregate, and 3) a mica paving. It is recommended that the BID select one of these three options, preferably the mica blend, as a district-wide standard and encourage new private development to use it when reconstructing sidewalks. The selected sidewalk can also be used if the city undertakes a large project involving sidewalk.

It is also suggested that the BID use custom durotherm “district” decorative paving crosswalks at 23rd St. and Broadway/5th ave. This will add color and a unique design to the District, while also making the public plaza more welcoming and distinct.



Proposed Durotherm paving design in color and in white at 23rd Street and 5th Avenue.



## Public Plaza

### Issues and Opportunities

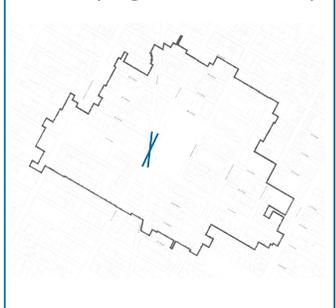
The new reconfigured traffic pattern at the intersection of 23rd Street, Fifth Avenue, and Broadway have tremendously transformed the area from a dangerous and barren crosswalk into a pedestrian friendly plaza. Not only has it become safer to cross and bike ride, the plaza also allows a unique and usable space in the center of the District. The Flatiron/23rd Street Partnership, Madison Square Park Conservancy, and DOT furnished the Plazas with vibrant blue umbrellas, tables, chairs, and planters that have quickly attracted a regular lunchtime crowd, tourists, and intrigued passerbys. DOT created this area as a temporary plaza, but a more permanent space would strongly characterize the area and guide more long-term initiatives.

### Overall Strategy

Once the temporary Plaza is complete, the Partnership must work with DOT to study patterns such as pedestrian movement, seating and garbage habits, and program uses. This data will inform a design concept for a more permanent space matching the neighborhood and users needs.



Phase 4 (long-term/wait and see)



## ENFORCEMENT

Several of the streetscape elements identified in the site analysis can only be addressed in terms of enforcement and compliance by property owners. It is recommended that the BID be familiar with New York City regulations and proactively report issues to 311, or the appropriate agency, as explained below.



### Signage

As cited in New York City zoning regulations, a sign is any writing, picture or symbol on or attached to a building or other structure such as a freestanding billboard. An accessory sign must be on the same zoning lot as the use that it describes; an advertising sign is located on a different zoning lot from the business, profession, product, service, or entertainment it is promoting. There are no restrictions on flags and banners located on zoning lots used by certain community facilities, like museums and schools.

Advertising signs are not permitted, and accessory signs cannot be larger than 500 square feet sign located within 200 feet of and in view of a public park with area of at least one-half acre. Larger signs are allowed beyond 200 feet upon certification by the Chair of the City Planning Commission.



Accessory signs are permitted in all commercial and manufacturing districts. Advertising signs in the Flatiron/23rd Street District are restricted to the manufacturing districts. All commercial districts in the Flatiron/23rd Street area permit signs that project over the street line by 12 inches and up to 18 inches for double or multi-faced signs.

Any violation of signage regulations can be reported to 311 or the Department of City Planning.

### Scaffolding

While it is difficult to control scaffolding on privately owned buildings, there are two enforcement methods. First, scaffold with expired permits can be reported to the Department of Buildings. It is often the case, however, that buildings with expired permits will simply renew rather than take down scaffold. Second, under New York City local law 31, a 2005 anti-visual clutter measure, a building with advertising messages or signs on its scaffold (with the exception of advertising for businesses physically blocked by the scaffold), can be issued a citation by the Department of Buildings. Often building owners make so much profit from advertisers that they would rather pay fines than take down the ads.

If the BID and neighborhood stakeholders continually report illegal scaffold and signage it will be possible to curb the visual clutter and limit the

amount of time scaffold is left up.

### **Drainage**

Failing drainage flow (from failing roadway paving) creates pools of water, that when along curbs, negatively affects the comfort of pedestrian accessibility. It is also contributes to a sense of place of being unkempt and uncared for. The comfort and image of a place or district should start with maintaining City, NYCDOT and ADA standards of quality and accessibility.



The BID should work with business & property owners within the district to identify sub-standard roadway conditions and subsequent drainage problems and should call 311 report and facilitate the NYCDOT permitting process to repair/replace roadway paving and fix drainage problems.

### **Pay Phones**

While regulated by the Department of Information Technology and Telecommunications (DOITT), pay phones in New York City are operated and managed by dozens of telephone companies, each represented by a media agency. DOITT maintains an enforcement unit to inspect pay phones, however, they recommend that to report a pay phone problem first contact the telephone company directly. The company's name can be found on the handset of the telephone unit. If there is still a telephone issue, the DOITT enforcement unit should be contacted and the problem should be reported to 311.

If a new pay phone is scheduled to be installed, a rounded or slanted top booth without a shelf is preferable because they do not provide spaces for bottles and other litter to be left behind.

### **Vendors**

The Department of Consumer Affairs, Department of Health, Depart-

ment of Transportation, and the NYPD are all involved in restricting vendors, licensing vendors and enforcing vendor laws. There is no clearinghouse of vendor regulation. While issues with vendors, particularly illegal vending and permitting, are largely controlled through enforcement, the BID can work with vendors to ensure that they cooperate in maintaining the district by assuming responsibility for their immediate surroundings. Maintenance is particularly important for food vendors when garbage is produced by their product.



New York City Administrative vendor regulations include the following rule to control pedestrian congestion:

No general vendor shall engage in any vending business on any sidewalk unless such sidewalk has at least a twelve-foot wide clear pedestrian path to be measured from the boundary of any private property to any obstructions in or on the sidewalk, or if there are no obstructions, to the curb.

No general vendor shall occupy more than eight linear feet of public space parallel to the curb in the operation of a vending business and, in addition, no general vendor operating any vending business on any sidewalk shall occupy more than three linear feet to be measured from the curb toward the property line.

No general vendor shall vend 1) within twenty feet from sidewalk cafes; 2) within five feet from bus shelters, newsstands, public telephones or disabled access ramps; 3) within ten feet from entrances or exits to buildings which are exclusively residential at the street level.

Violations can be reported to 311 and the New York City Department of Consumer Affairs.

### **Planters**

Planting at grade in tree pits is preferred for additional landscape in the District. The BID should look to minimize planter use, which can cause additional sidewalk “clutter,” obstruct pedestrian circulation, and when not maintained, can be a visual eyesore.

According to Administrative Code, planters cannot be beyond 18” from a storefront. Planters in front of private property requires a city permit. When properties fail to obtain a permit for planters they are in violation of City Administrative Code and a request can be made by the Community Board to the Department of Sanitation for their removal.

## Chapter 4: IMPLEMENTATION

## IMPLEMENTATION

The following phased implementation plan outlines the cost and next steps for each item. These are estimated costs based on research conducted during the Master Plan process and are not exact quotes. More accurate costs will be calculated as the Plan is closer to implementation. Furthermore, while many of the amenities are limited to 23rd Street in the initial phase, it is expected that other exact locations in the district will be determined contingent upon their appeal and success in the short term.

### PHASE 1 - Spring 2009

#### Tree Guards

Next steps:

- Communicate plan with Parks and DOT
- Design tree guard incorporating BID logo and work with custom iron shop to fabricate and install at 25 tree pits along 23rd Street
- Select 3 seasonal plantings and design flower beds
- Arrange maintenance services

#### *Estimated Capital Costs*

25 four sided guard with logo	\$31,875
Flower beds (incl. labor)	\$37,500
Soft costs (30%)	\$11,250
<b>Total</b>	<b>\$48,750</b>

#### *Estimated Annual Maintenance*

3 Seasonal plantings	\$16,875
Weekly watering/clean-up	\$7,800
<b>Total</b>	<b>\$24,675</b>

#### Flower Baskets

Next Steps

- Work with DOT to permit baskets on lampposts
- Order flower baskets for lampposts on 23rd Street and the Public Plaza
- Select 3 seasonal plantings and design
- Arrange maintenance services

#### *Estimated Capital Costs*

33 Baskets (including shipping)	\$8,250
Planting	\$6,600
Installation labor	\$6,600
Soft costs (30%)	\$6,435
<b>Total</b>	<b>\$27,885</b>

#### *Estimated Annual Maintenance*

3 Seasonal plantings	\$19,800
Twice weekly watering/clean-up	\$10,000
<b>Total</b>	<b>\$29,000</b>

### Street Trees

Next Steps:

- Order and plant tree in empty tree pit at 23rd between Park and Lex
- Work with Parks to continue Million Trees NYC and supplement trees
- Choose 4 blocks for per year to survey and plant trees
- Build relationship with residential buildings interested in maintaining street trees

#### *Estimated Capital Costs*

Tree Replacement on 23rd and Lex	\$ 875
Plant trees on 4 blocks in district	\$20,000
Soft costs (30%)	\$6,263
<b>Total</b>	<b>\$27,138</b>

#### *Estimated Annual Maintenance*

Plant approx. 5 new trees on 4 blocks per year	\$20,000
<b>Total</b>	<b>\$20,000</b>

### Park Avenue South Landscaping

Next Steps:

- Landscape design, purchase bulbs and plantings
- Work with DOT to arrange maintenance services and worker safety
- Work with Parks Dept. to arrange maintenance services

#### *Estimated Capital Costs*

Soil replacement of 16 end planters	\$16,000
Maintenance of 32 center planters	\$13,100
Soft costs	\$8,730
<b>Total</b>	<b>\$37,830</b>

#### *Estimated Annual Costs*

3 Seasonal Plantings	\$6,000
Weekly watering/weeding	\$10,000
<b>Total</b>	<b>\$16,000</b>

### Lighting

Next Steps:

- Explore lighting options further
- Select historic pole once fall DOT catalog is released
- Seek city capital funding and grants

#### *Estimated Capital Costs*

Exploration of grant applications and lighting options	\$10,000
<b>Total</b>	<b>\$10,000</b>

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**PHASE 1 CAPITAL COST TOTAL** **\$151,603**

**PHASE 1 ANNUAL COST TOTAL** **\$90,475**

- \$20,000

(1st year street trees)

**\$70,475**

## PHASE 2 - 1-3 years

### Historic Signs

Next Steps:

- Speak to other BIDs and explore scope with information consultant

#### *Estimated Capital Costs*

Exploration of program	\$10,000
<b>Total</b>	<b>\$10,000</b>

### Bike Racks

Next Steps:

- Work with DOT Cityracks program for approval and requirements
- Develop custom design and contract with vendor
- Order and install 75 bike racks along 23rd St. (space approx. 50 ft.)

#### *Estimated Capital Costs*

75 bike racks with logo	\$21,470
Shipping	\$1,500
Installation	\$12,000
Soft costs (30%)	\$10,491
<b>Total</b>	<b>\$45,461</b>

#### *Estimated Annual Costs*

Paint touch-up	\$500
Lifecycle costs	TBD
<b>Total</b>	<b>TBD</b>

### Lighting

Next Steps:

- Hire electrical engineer and survey for placement and installation
- Select paint color for district cobra head poles
- Determine painting requirements and equipment needs

#### *Estimated Capital Costs*

Replacement of existing poles on 23rd St and Triangles	\$299,000
Attachment of clasps on 30 traffic lights on 23rd St and Triangles	\$120,000
Add 3 additional poles on 23rd St. between Park and 3rd Avenues	\$39,000
Paint existing cobra head poles in district (including bucket truck rental)	\$60,000
Soft costs	\$39,000
<b>Total</b>	<b>\$60,000</b>

(assume city funding for \$497,000)

#### *Estimated Annual Costs*

Paint touch-up	\$1,000
<b>Total</b>	<b>\$1,000</b>

### Newsboxes

Next Steps:

- Design newsbox corral and determine vendor for fabrication
- Seek approval for corral from DOT
- Select corral locations based on saturation map
- Wait for Cemusa newsbox design and decide need

#### *Estimated Capital Costs*

Fabrication on 6 newsbox corrals	\$3,000
Installation	\$1,200
Soft costs	\$4,200
<b>Total</b>	<b>\$5,460</b>

#### *Estimated Annual Costs*

Paint touch up	\$300
Lifecycle costs	TBD
<b>Total</b>	<b>TBD</b>

### Paving

Next Steps:

- Design crosswalk paving for 23rd Street and 5th Avenue
- Contract vendor and installation needs
- Work with DOT for approvals
- Select paving (such as Mica) for district and market to building owners replacing sidewalk

#### *Estimated Capital Costs*

Duratherm Paving Design and Installation	\$68,000
Soft costs	\$20,400
<b>Total</b>	<b>\$88,400</b>

<i>Estimated Annual Costs</i>	TBD
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<b>PHASE 2 CAPITAL COST TOTAL</b>	<b>\$243,121</b>
<b>PHASE 2 ANNUAL COST TOTAL</b>	<b>TBD</b>

### PHASE 3 - 3-5 years

#### Park Avenue Malls

Next Steps:

- Advocate for widening of Park Avenue Malls
- Work with DOT to seek finance and implementation

*Estimated Capital Costs*                      Assume City Capital Funding  
*Estimated Annual Costs*                      TBD

#### Historic Signs

Next Steps:

- Work with consultant for thematic design and historical scope, fabrication, and installation

*Estimated Capital Costs*  
Consultant, fabrication, and installation      \$200,000-\$500,000  
**Total**    **\$200,000-\$500,000**

#### Lighting

Next Steps:

- Replacement of poles on Avenues (excluding 6th Ave)

*Estimated Capital Costs*  
Replacement of 22 existing poles on Aves      \$286,000  
Attachment of clasps on 93 traffic lights      \$372,000  
Soft Costs    \$197,400  
**Total**    **assume city funding for  
\$855,400**

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**PHASE 3 CAPITAL COST TOTAL**                      **\$200,000-\$500,000**  
**PHASE 3 ANNUAL COST TOTAL**                      **TBD**

## PHASE 4 - Long-term

### Bumpouts

Next Steps:

- Determine needed locations based on safety data
- Advocate for DOT infrastructure project

*Estimated Capital Costs* Assume City Capital Funding

*Estimated Annual Costs* TBD

### Permanent Triangles

Next Steps:

- Study and assess pedestrian movement in temporary triangles to help DOT determine permanent needs
- Advocate for making triangles permanent plazas

*Estimated Capital Costs* Assume City Capital Funding with supplemental amenities by the BID

*Estimated Annual Costs* TBD

### Awnings and Signage

Next Steps:

- Develop design guidelines for district
- Apply for grants through SBS and NY State
- Establish and market technical assistance for business owners

*Estimated Capital Costs*

Development of design guidelines

including grant applications \$30,000

**Total \$30,000**

*Estimated Annual Costs*

Technical Assistance \$19,000

**Total \$19,000**

### Lighting

Next Steps:

- Replacement of remaining poles in district

*Estimated Capital Costs*

Replacement of 76 remaining poles \$988,000

Soft Costs \$296,400

**Total assume city funding for \$1,284,400**

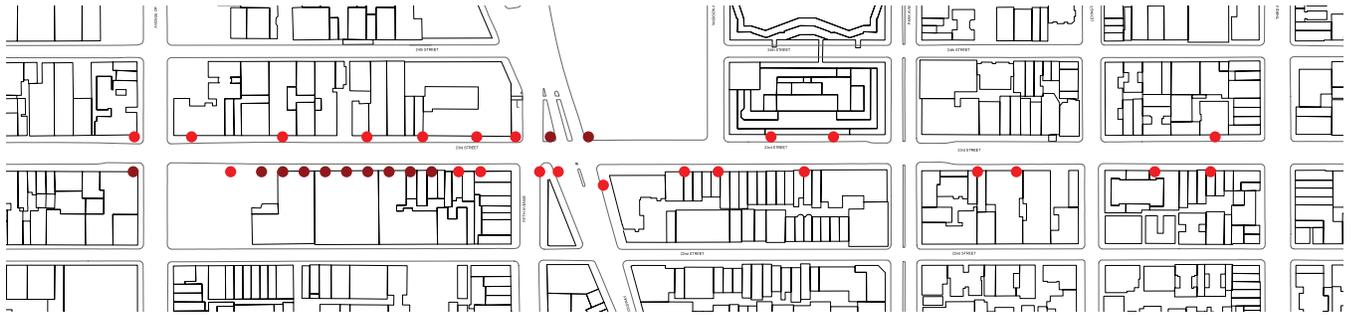
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**PHASE 4 CAPITAL COST TOTAL \$30,000**

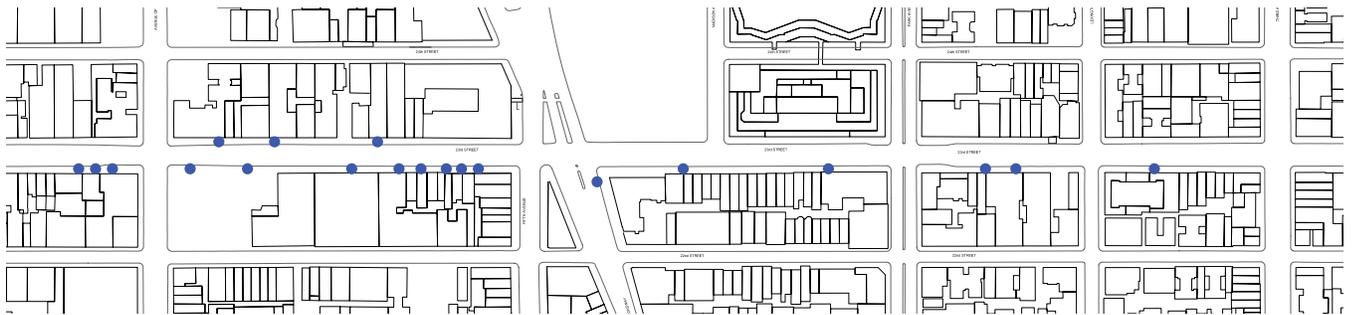
**PHASE 4 ANNUAL COST TOTAL TBD**

## APPENDICES

# 23rd Street Site Inventory



● Cobra Pole ● Historic Pole



● Bike Rack



● Tree without guard or grate ● Tree with grate ○ Tree pit without tree

## FLATIRON/23rd STREET DISTRICT ZONING

### Residential

R9A: High lot coverage, typically with 14-15 story buildings set on or near the street line. FAR 7.52; Lot coverage is 80% for a corner lot, 70% for interior lots; Wide street have base height with min./max 60-102 and building height of 145 ft.; Narrow streets have base height with min./max 60-95 and building height of 135 ft.; parking requirements are waived in Manhattan.

### Manufacturing

M1-6: Light industry with stringent performance standards, often adjacent to residential and commercial. Certain community facilities, such as hospitals, are allowed by special permit. Residences are permitted, provided a specified amount of floor area is preserved for particular industrial and commercial uses. FAR 10.0 (FAR bonus up to 20% with plaza) with no parking required.

M1-5M: Light industry with stringent performance standards, often adjacent to residential and commercial. Certain community facilities, such as hospitals, are allowed by special permit. Residences are permitted, provided a specified amount of floor area is preserved for particular industrial and commercial uses. FAR 5.0 with no parking required

### Commercial

C2-8A: A commercial district in residential areas with retail catering to daily neighborhood needs. When in residential buildings, commercial uses are limited to one or two floors and must always be located below residential floors. Commercial FAR 2.0; R10A bulk regulations apply for residential buildings (up to FAR 12 with inclusionary housing. Sign regulations: Accessory signs only; max size of 150 square feet; maximum surface area for all signs on the zoning lot are 3 x street store frontage; max height above curb level is 25 ft.

C4-5A: Typically commercial hubs with department stores, theatres, and other large uses. The district is a dense built area. The A suffix signifies it is a contextual district. Commercial FAR 4.0; Residential FAR 4.0; Sign regulations: Accessory signs only; max size of 500 square feet; maximum surface area for all signs on the zoning lot are 5 x street store frontage; max height above curb level is 40 ft.

C5: A central commercial district intended for offices and high-end retail establishments. Home maintenance, auto services, illuminated signs and other uses not in character with the district are not permitted. A building occupied by commercial, residential and/or community facility may be configured as a tower. C5-2 has a commercial and residential FAR 10.0 (with bonus up to 20% for plaza); C5-2 has a commercial FAR of 15.0 and residential FAR of 10.0 (both allow bonus up to 20% for plaza); Sign

regulations: Accessory signs only; max size of 150 square feet; maximum surface area for all signs on the zoning lot are 3 x street store frontage; max height above curb level is 25 ft.

C6: permits a wide range of high-bulk commercial uses in locations with well served mass transit. The following variations of C6 apply to the 23rd St./Flatiron District:

C6-2A: commercial FAR 6.0; residential FAR 6.02

C6-3X: commercial FAR 6.0; residential FAR 9.0

C6-3A: commercial FAR 6.0; residential FAR 7.52

C6-4X: commercial FAR 10.0 (with FAR bonus up to 20% for a plaza); residential FAR 10 (FAR 12 with inclusionary housing)

C6-4A: commercial FAR 10; residential FAR 10 (with FAR 12 inclusionary housing)

C6-4M: commercial FAR 10 (with FAR bonus of up to 20% for a plaza); residential FAR 10 (with both FAR bonus of up to 20% for a plaza and FAR 12 inclusionary housing). M suffix has special regulations governing conversion of non-residential space to residential use.

Sign regulations for all applicable C6: Accessory signs only; max size of 150 square feet; maximum surface area for all signs on the zoning lot are 3 x street store frontage; max height above curb level is 25 ft.

Flatiron/23rd Street Partnership Preliminary Streetscape Program Implementation Strategy										
Amenity	Strategy	Phase 1 placement	Phase 2 placement	Phase 3 placement	Phase 4 placement	City agency involved	est. cost per item	Quantity needed	Capital Cost per phase for BID	Implementation notes
Garage Receptacles (already underway)	1) focus on finding sponsors to place cans in gaps 2) continue outreach	District-wide	District-wide	District-wide	District-wide	sanitation	n/a--sponsored	ordered	n/a	
Banners (already underway)	1) Encourage sponsorship in areas lacking banners 2) Purchase a small number of banners to fill in gaps 3) Permit light poles in district to control other banners	Focus on 23rd and gaps	District-wide	District-wide	District-wide	DOT	n/a (sponsored for \$1,950 a year)	ordered	n/a	no permit required--Parks encourages BIDs to install. Columbus/Amsterdam BID installed with funds from Manhattan Borough Pres. <a href="http://www.nycgovparks.org/sub_newsroom/daily_plants/daily_plant_main.php?id=10511">http://www.nycgovparks.org/sub_newsroom/daily_plants/daily_plant_main.php?id=10511</a>
Tree guards	1) standard granite block pavers 2) custom iron tree guard with logo 3) iron wicket for private buildings interested in shading planting and maintenance	23rd Street	5th, Broadway, Madison, park	District-wide	District-wide	Parks/DOT/Landmarks	est. \$1,450 (quote from Kaufman) \$200 + flowers and maintenance quote from Westways Garden Direct	25 (for 23rd St)	\$36,250 + Installation	
Flower Baskets	1) place wraparound flower baskets on existing lampposts	23rd Street	5th, Broadway, Madison, park	maintain	maintain	DOT		23 (for 23rd St)	\$4,600 + installation, planning, maintenance	
Park Ave Malls	Landscaping malls and create adopt-a-small program	Park Ave Malls	Park Ave Malls	Park Ave Malls	Park Ave Malls	DOT/Parks	tbd	n/a	tbd	Lincoln Square BID receives donations from Con Ed and Gracious Home for Broadway Mall landscape and maintenance. They also manage a "Broadway Blooming" fundraising program to support landscape
Street Trees	1) continue engagement with MillionTreesNYC 2) Plant trees along 23rd Street 3) Partner with property owners to plant 4 residential blocks per year	MillionTreesNYC	23rd Street (n. 23 b/w 5th & 6th; N. 23rd b/w Madison & Park; S. & N. 23rd b/w Park and Lex) and 4 residential blocks per year	continue 4 blocks per year	continue 4 blocks per year	Parks/DOT	\$550-900 + survey	depends on MillionTreesNYC	TBD	research survey needs
<b>PHASE 1 TOTAL \$40,850 + installation, planning, and maintenance</b>										
Historic Signs/Street Signs	1) historic events (guided by walking tour) 2) thematic development 3) kiosk design	n/a	23rd St/Flatiron area	maintain	maintain	DOT	TBD	TBD	TBD	historic research and location study needed. Consult with Miriam Berman and Pentagon-- investment and scope design needed
Bike Racks	1) choose custom rack for district 2) use custom rack along major streets and with bike clubs and near subway stops 3) use pole with circle design to restrict bikes to parking pattern	n/a	23rd street, install approx. every 40-50 feet	District-wide	District-wide	DOT/Landmarks	\$150 without logo, \$350 and 6 week lead time with logo (quote from B&B)	75 for 23rd St	\$22,901 (w/ logo and volume discount) + installation	Contact CityRacks at DOT for installation details <a href="http://www.nyc.gov/html/dot/html/bicyclist/bikeracks.shtml">http://www.nyc.gov/html/dot/html/bicyclist/bikeracks.shtml</a>
Lighting	1) maintain historic lampposts on 6th ave and around me life building 2) maintain existing lampposts on all secondary streets, but paint in color unique to district 3) use 5th ave pole (or something similar from fall catalog) along 23rd, 5th and Broadway	n/a	23rd Street, 5th, Broadway, park	maintain and paint district-wide color	maintain	DOT	TBD for new lampposts and paint	TBD	n/a	
Newsboxes	1) Assess cemusa options once introduced 2) explore "corral" options	n/a	install corrals or bar	cemusa boxes on 23rd or in concentrated areas	maintain	DOT (cemusa)	Corral average \$400 + \$200 installation	6-7 corrals for 23rd st	\$3,600	Quote on corrals from Kaufman, \$300 for 3ft bar no panels; \$350 for 4ft bar no panels; \$500 3 ft bar w/panels; \$600 4ft bar w/panels
<b>PHASE 2 TOTAL \$26,501 + bike installation-signage program+additional street trees</b>										
Park Ave Malls (3-5 years)	1) work with DOT to widen malls by 6 ft 2) bundle project into DOT initiatives, already underway 3) landscape mall	n/a	n/a	Park Avenue	Continue	DOT	TBD for landscaping	TBD	TBD	
<b>PHASE 3 TOTAL</b>										
Pinch points/Bumpouts (Phase 4 Long-term)	1) use accident data to inform bumpout locations 2) work with DOT to tie in larger street construction projects 3) Work with DOT to study usage, programming patterns, and design	n/a	n/a	n/a	23rd Street or other major streets	DOT	n/a	n/a	n/a	look into newsstand franchise/placement
Permanent Triangles		n/a	n/a	n/a	make triangles permanent	DOT	TBD	TBD	TBD	Possibility of public art or paving design
<b>PHASE 4 TOTAL</b>										
Paving	choose a district-wide pavement (preferable the 3% limit) to use for construction projects or new developments	ongoing	ongoing	ongoing	ongoing	DOT	n/a	n/a	n/a	Marketing and Communication
Awnings and Signage	1) Develop voluntary design guidelines--including: awning treatments and facade improvements 2) provide financial incentives for interested businesses	district-wide with focus on 23rd street	district-wide with focus on 23rd street	district-wide with focus on 23rd street	district-wide with focus on 23rd street	landmarks/SBS	n/a	n/a	Management Costs/Grant Writing	SBS Avenue NYC program will fund facade improvement management programs with City of NYC. Program is currently pending in May 09. NY State Main Street program will provide matching grants up to \$10,000. (See attached BID Precedent sheet for other NYC BID design guideline examples).
<b>ON-GOING TOTAL</b>										

**Phase 1—Spring 2009  
Location: 23<sup>rd</sup> Street**

Flatiron 23rd Street Partnership  
Streetscape Design Budget

	Estimated Capital Cost	Estimated Annual Costs
<b>Tree Guards</b>		
25 Four sided guard w/logo Installation Flower beds	\$31,875 * (included in quote) \$5,625 \$37,500 \$11,250 <b>\$48,750</b>	\$16,875 \$7,800 <b>\$24,675</b>
<b>Flower Baskets</b>		
33 Baskets (including shipping) Planting Installation labor	\$8,250 * \$6,600 \$6,600 \$21,450 \$6,435 <b>\$27,885</b>	\$19,800 \$10,000 <b>\$29,800</b>
<b>Park Avenue Malls</b>		
Soil removal and replacement of 16 end planters	\$16,000	\$6,000
Maintenance of 32 center planters (and replacement of 4 trees)	\$13,100 \$29,100 \$8,730 <b>\$37,830</b>	\$10,000 <b>\$16,000</b>
<b>Street Trees</b>		
1 Tree replacement at empty pit at 23rd and lex Plant trees on 4 blocks in district per year (assuming 5 new trees per block)	\$875 \$20,000 \$20,875 \$6,263 <b>\$27,138</b>	\$20,000 <b>\$20,000</b>
<b>Lighting</b>		
Exploration of grant applications and city funding	\$10,000 <b>\$10,000</b>	<b>\$20,000</b>
<b>PHASE 1 TOTAL</b>		<b>ANNUAL COSTS SUBTOTAL</b>
		Street Trees for 1st year
		<b>TOTAL FOR 1st YEAR</b>
		<b>\$90,475</b>
		<b>\$70,475</b>

\*Averaged quote from two vendors

Phase 2 1-3 Years Location: 23 <sup>rd</sup> Street, Triangles, District-Wide		Estimated Capital Cost	Estimated Annual Costs
Flatiron 23 <sup>rd</sup> Street Partnership Streetscape Design Budget			
<b>Historic Signs</b>	Exploration, research and program development	\$10,000 <b>\$10,000</b>	TBD
<b>Paving</b>	Duratherm paving installation at 23 <sup>rd</sup> & Broadway	\$68,000 \$20,400 <b>\$88,400</b>	TBD
	Soft Costs (30%) <b>Total</b>		
<b>Bike Racks</b>	75 bike racks with logo	\$21,470	
	Shipping	\$1,500	
	Installation	\$12,000	\$500
		\$34,970	TBD
	Sub-Total	\$10,491	
	Soft Costs (30%) <b>Total</b>	<b>\$45,461</b>	<b>TBD</b>
<b>Newsboxes</b>	Fabrication of 6 newsbox corrals	\$3,000 *	
	Installation	\$1,200	
		\$4,200	\$300
		\$1,260	TBD
	Sub-total	<b>\$5,460</b>	
	Soft Costs (30%) <b>Total</b>		<b>TBD</b>
<b>Flower Baskets</b>	Supplement flower baskets on major streets	\$10,000 *	\$24,000
	Planting	\$8,000	
	Installation labor	\$8,000	\$20,000
		\$26,000	
	Sub-Total	\$7,800	
	Soft Costs (30%) <b>Total</b>	<b>\$33,800</b>	<b>\$44,000</b>
<b>Lighting</b>	Replacement of 23 existing cobra head poles and clasps for 30 traffic light poles on 23 <sup>rd</sup> Street & Triangles	\$419,000	
	3 Additional poles on 23 <sup>rd</sup> between park and 3 <sup>rd</sup>	\$39,000	
	Paint existing poles in district (including truck rental)	\$60,000	
		\$518,000	
	sub-total	\$39,000	
	soft costs	(\$497,000)	
	Assumed city funding <b>Total</b>	<b>\$60,000</b>	
<b>PHASE 2 TOTAL</b>		<b>\$243,121</b>	<b>TBD</b>

\*Averaged quote from various styles

**Phase 3 — 3-5 Years**  
**Location: Park Avenue South**

	Estimated Capital Cost	Estimated Annual Costs
<b>Park Avenue Malls</b>		
Work with DOT to widen malls	Assume City Capital Funding	TBD
<b>Historic Signs</b>		
Consultant for thematic design and historical scope	\$200,000-\$500,000	TBD
Fabrication and installation		
	<b>Total</b>	
	<b>\$200,000-\$500,000</b>	
<b>Lighting</b>		
Replacement of 22 existing cobra head poles and clasps for 93 traffic light poles on Avenues	\$658,000	
	<i>sub-total</i>	
	\$658,000	
	<i>soft costs</i>	
	\$197,400	
	<i>Assumed city funding</i>	
	<b>(\$855,400)</b>	
	<b>Total</b>	
	<b>\$0</b>	
	<b>Phase 3 Total</b>	
	<b>\$200,000-\$500,000</b>	

**Location: Major streets**

	Estimated Capital Cost	Estimated Annual Costs
<b>Bumpouts</b>		
Work with DOT	Assume City Capital Funding	TBD
<b>Permanent Triangles</b>		
Work with DOT	Assume City Capital Funding, with supplemental amenities by the BID	TBD
<b>Awnings and Signage</b>		
Development of voluntary design guidelines including grant applications		
	\$30,000	Technical Assistance
	<b>\$30,000</b>	
	<b>Total</b>	
		<b>\$19,000</b>
		<b>\$19,000</b>
<b>Lighting</b>		
Replacement of remaining 76 cobra head poles	\$988,000	
	<i>sub-total</i>	
	\$988,000	
	<i>soft costs</i>	
	\$296,400	
	<i>Assumed city funding</i>	
	<b>(\$1,284,400)</b>	
	<b>Total</b>	
	<b>\$0</b>	
	<b>Phase 3 Total</b>	
	<b>\$0</b>	
<b>PHASE 4 TOTAL</b>		<b>TBD</b>
		<b>\$30,000</b>

Flatiron 23rd Street Partnership  
Streetscape Design Budget

Item	Estimated Capital Costs				Total
	Phase 1 (Spring 09)	Phase 2 (1-3 years)	Phase 3 (3-5 years)	Phase 4 (long-term)	
Tree Guards	\$48,750				\$48,750
Flower Baskets	\$27,885	\$33,800			\$61,685
Park Avenue Malls/Landscape	\$37,830				\$37,830
Street Trees	\$27,138				\$27,138
Lighting	\$10,000	\$60,000	Assume City Funding	Assume City Funding	\$70,000
Historic Signs		\$10,000	\$200,000-\$500,000		\$210,000-\$510,000
Paving		\$88,400			\$88,400
Bike Racks		\$45,461			\$45,461
Newsboxes		\$5,460			\$5,460
Park Avenue Malls/Infrastructure			Assume City Funding		\$0
Bumpouts				Assume City Funding	\$0
Permanent Triangles				Assume City Funding	\$0
Awnings & Signage				\$30,000	\$30,000
<b>Total</b>	<b>\$151,603</b>	<b>\$243,121</b>	<b>\$200,000-\$500,000</b>	<b>\$30,000</b>	<b>\$770,911 - \$1,070,911</b>

Item	Estimated Annual Costs			
	Phase 1 (Spring 09)	Phase 2 (1-3 years)	Phase 3 (3-5 years)	Phase 4 (long-term)
Tree Guards	\$24,675			
Flower Baskets	\$29,800	\$44,000		
Park Avenue Malls/Landscape	\$16,000			
Street Trees		\$20,000	\$20,000	\$20,000
Lighting				
Historic Signs		TBD		
Paving		TBD		
Bike Racks		TBD		
Newsboxes			TBD	
Park Avenue Malls/Infrastructure				TBD
Bumpouts				TBD
Permanent Triangles				TBD
Awnings & Signage				\$19,000
<b>Total</b>	<b>\$70,475</b>	<b>TBD</b>	<b>TBD</b>	<b>TBD</b>

## RESOURCES

### **Tree guards**

#### *Parks*

[http://www.nycgovparks.org/sub\\_newsroom/daily\\_plants/daily\\_plant\\_main.php?id=10511](http://www.nycgovparks.org/sub_newsroom/daily_plants/daily_plant_main.php?id=10511)

#### *Vendors*

[www.allenmetals.com](http://www.allenmetals.com)

[www.kaufmanmanufacturing.com](http://www.kaufmanmanufacturing.com) (contact: Joey Apuzzo)

[www.ironworkandwelding.com](http://www.ironworkandwelding.com) (contact: Jerry Conner)

### **Flower Baskets**

[www.windowgardensdirect.com](http://www.windowgardensdirect.com)

### **Bike Racks**

#### *DOT Cityracks*

<http://www.nyc.gov/html/dot/html/bicyclists/bikerack.shtml>

#### *Vendors*

[www.dero.com](http://www.dero.com)

### **Lighting**

<http://www.nyc.gov/html/dot/downloads/pdf/streelightingcat.pdf>

### **Newboxes**

[www.kaufmanmanufacturing.com](http://www.kaufmanmanufacturing.com) (contact: Joey Apuzzo)

### **Paving**

[www.integratedpaving.com/](http://www.integratedpaving.com/)

### **Awnings & Signage**

<http://www.nyc.gov/html/sbs/html/neighborhood/avenuenyc.shtml>

<http://www.nymainstreet.org/>

## MEETINGS AND INTERVIEWS

Broadway and 23rd Street Triangles: Discuss DOT's plans for the traffic triangles at the intersection of Broadway, Fifth Avenue, and 23rd Street

Date and Time: February 21, 2008

Attendees: Ed Janoff, DOT  
Raya Saratovsky, DOT  
Andy Wiley-Schwartz, DOT  
Randy Wade, DOT  
Debbie Landau, Madison Square Park Conservancy  
Stewart Desmond, Madison Square Park Conservancy  
Jennifer Brown, Flatiron/23rd Street Partnership  
Timothy Cohen, Flatiron/23rd Street Partnership  
Scott Lamkin, Flatiron/23rd Street Partnership  
Hannah Fischer-Baum, Starr Whitehouse  
Laura Starr, Starr Whitehouse

HSF Presentation: Review the High Friction Surface material in consideration of its application on the Flatiron/23rd Street Triangles.

Date and Time: March 6, 2008 9:00am

Attendees: Nick Nedas, Crafco  
Monica Rourke, Crafco  
Hannah Fischer-Baum, Starr Whitehouse  
Wayken Shaw, Starr Whitehouse

Materials & Coordination: Discuss materials for Flatiron/23rd Street Triangles

Date and Time: March 11, 2008 1:30pm

Attendees: Jennifer Brown, Flatiron/23rd Street Partnership  
Stewart Desmond, Madison Square Park Conservancy  
Debbie Landau, Madison Square Park Conservancy  
Wayken Shaw, Starr Whitehouse  
Laura Starr, Starr Whitehouse  
Steve Whitehouse, Starr Whitehouse

Kick-Off Streetscape Committee Meeting

Date and Time: April 16, 2008 2:00pm

Attendees: Jennifer Brown, Flatiron/23rd Street Partnership  
Scott Kimmins, Flatiron/23rd Street Partnership  
Scott Lamkin, Flatiron/23rd Street Partnership  
Karin Patterson, Starr Whitehouse  
Wayken Shaw, Starr Whitehouse  
Laura Starr, Starr Whitehouse  
Steve Whitehouse, Starr Whitehouse

Triangles Coordination: Team coordination and update

Date and Time: April 16, 2008 2:00pm

Attendees: Jennifer Brown, Flatiron/23rd Street Partnership

Scott Kimmins, Flatiron/23rd Street Partnership  
Scott Lamkin, Flatiron/23rd Street Partnership  
Stewart Desmond, Madison Square Park Conservancy  
Debbie Landau, Madison Square Park Conservancy  
Steve Whitehouse, Starr Whitehouse  
Laura Starr, Starr Whitehouse  
Karin Patterson, Starr Whitehouse  
Wayken Shaw, Starr Whitehouse

Street Print/Stone Grip meeting: Discuss Stone Grip & Street Print with Rep

Date and Time: April 28, 2008 11:45am

Attendees: Greg McEwan, Integrated Paving Concepts  
Scott Lamkin, Flatiron/23rd Street Partnership  
Karin Patterson, Starr Whitehouse  
Wayken Shaw, Starr Whitehouse  
Laura Starr, Starr Whitehouse  
Steve Whitehouse, Starr Whitehouse

Triangles Coordination with DOT: Team coordination and update

Date and Time: May 1, 2008 12:00pm

Attendees: Ed Janoff, NYC DOT  
Randy Wade, NYC DOT  
Andy Wiley-Schwartz, NYC DOT  
William Vallejo, NYC DOT  
Jennifer Brown, Flatiron/23rd Street Partnership  
Scott Lamkin, Flatiron/23rd Street Partnership  
Stewart Desmond, Madison Square Park Conservancy  
Wayken Shaw, Starr Whitehouse  
Laura Starr, Starr Whitehouse  
Steve Whitehouse, Starr Whitehouse

Resident Interview: Preliminary look at streetscape project and defining of district scope

Date: May 13, 2008

Attendees: Miriam Berman  
Wayken Shaw, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

Resident Interview: Preliminary look at streetscape project and defining of district scope

Date: May 14, 2008

Attendees: Maxine Teitler  
Wayken Shaw, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

DOT Meeting: Preliminary look at streetscape project and defining of district scope

Date and Time: May 16, 2008 3:00pm

Attendees: Wendy Feuer, DOT  
Andy Wiley-Schwartz, DOT  
Wayken Shaw, Starr Whitehouse  
Dana Waits, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

Streetscape Committee: Preliminary look at streetscape project and defining of district scope

Date: May 23, 2008

Attendees: Jennifer Brown, Flatiron/23rd Street Partnership  
Eric Zaretsky, Flatiron/23rd Street Partnership  
Mark Maynard-Parisi, Blue Smoke/Jazz Standard  
Peggy Brady, New York Life Insurance Company  
Lois Eida, Lois Lane Travel  
Eddy Eng, Department of Small Business Services  
Robin Sen, area resident and architect  
Wayken Shaw, Starr Whitehouse  
Dana Waits, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

Partnership Meeting: Review site analysis and discuss next steps

Date: June 10, 2008

Attendees: Jennifer Brown, Flatiron/23rd Street Partnership  
Eric Zaretsky, Flatiron/23rd Street Partnership  
Scott Kimmins, Flatiron/23rd Street Partnership  
Scott Lamkin, Flatiron/23rd Street Partnership  
Mark Maynard-Parisi, Blue Smoke /Jazz Standard  
Wayken Shaw, Starr Whitehouse  
Dana Waits, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

Streetscape Committee: Review Draft Recommendations

Date: July 8, 2008

Attendees: Jennifer Brown, Flatiron/23rd Street Partnership  
Eric Zaretsky, Flatiron/23rd Street Partnership  
Scott Kimmins, Flatiron/23rd Street Partnership  
Scott Lamkin, Flatiron/23rd Street Partnership  
Mark Maynard-Parisi, Blue Smoke/Jazz Standard  
Peggy Brady, New York Life Insurance Company  
Lois Eida, Lois Lane Travel  
Eddy Eng, Department of Small Business Services  
Wayken Shaw, Starr Whitehouse  
Dana Waits, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

Partnership: Review draft recommendations & initial phasing plan

Date: August 14, 2008

Attendees: Jennifer Brown, Flatiron/23rd Street Partnership  
Eric Zaretsky, Flatiron/23rd Street Partnership  
Tom Cook, ATCO Properties  
Wayken Shaw, Starr Whitehouse  
Dana Waits, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

Streetscape Committee: Review draft recommendations & initial phasing plan

Date: August 20, 2008

Attendees: Eric Zaretsky, Flatiron/23rd Street Partnership  
Scott Kimmins, Flatiron/23rd Street Partnership  
Scott Lamkin, Flatiron/23rd Street Partnership  
Mark Maynard-Parisi, Blue Smoke/Jazz Standard  
Nicholas Athanail, Stanford Condo  
Peggy Brady, New York Life Insurance Company  
Lois Eida, Lois Lane Travel  
Eddy Eng, Department of Small Business Services  
Michael Rawson, GFI Development  
Robin Sen, Residential Tenant  
Wayken Shaw, Starr Whitehouse  
Dana Waits, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

Streetscape Committee: Review Implementation & Budget

Date: September 8, 2008

Attendees: Eric Zaretsky, Flatiron/23rd Street Partnership  
Scott Kimmins, Flatiron/23rd Street Partnership  
Scott Lamkin, Flatiron/23rd Street Partnership  
Jennifer Brown, Flatiron/23rd Street Partnership  
Mark Maynard-Parisi, Blue Smoke/Jazz Standard  
Tom Cook, ATCO Properties & Management, Inc.  
Michael Rawson, ex-officio, GFO Development  
Nicholas Athanail, The Stanford Condominium  
Gregg Schenker, ABS Partners Real Estate LLC  
Eddy Eng, Department of Small Business Services  
Lois Eida, Lois Lane Travel  
Peggy Brady, New York Life Insurance  
Wayken Shaw, Starr Whitehouse  
Dana Waits, Starr Whitehouse  
Stephen Whitehouse, Starr Whitehouse

## ACKNOWLEDGEMENTS

Streetscape design led by  
Flatiron/23rd Street Partnership Streetscape Committee  
Design by Starr Whitehouse

Thank you to members of the Streetscape Committee and Partnership staff who participated in streetscape planning:

### **Streetscape Committee**

Mark Maynard-Parisi (Chairman)

Nicholas Athanail

Rick Beltz

Margaret Brady

Thomas Cook

Lois Eida

Eddy Eng

Michael Rawson

Robin Sen

### **Flatiron/23rd Street Partnership**

Jennifer Brown, Executive Director

Scott Kimmins

Scott Lamkin

Eric Zaretsky