



HUDSON SQUARE: NY FORWARD ROUND 2 APPLICATION

Application to NY Forward Round 2
Hudson Square, New York, NY

Prepared by the Hudson Square BID
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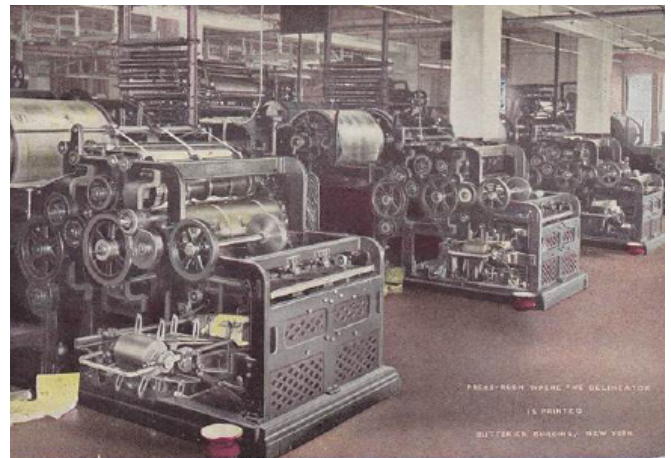
Hudson Square
Business Improvement
District



GEOGRAPHIC AREA AND JUSTIFICATION

Hudson Square is a roughly 33-square block neighborhood located on lower Manhattan's west side, generally bounded by Clarkson Street to the north, 6th Avenue to the east, Canal Street to the south, and West Street to the west. The neighborhood is primarily commercial in use, with over 12 million square feet of office space. Prior to the pandemic, the estimated daytime population was around 70,000 people and consisted of approximately 60,000 office workers, 3,000 residents, 4,000 students and faculty, and 3,000 visitors and tourists.

After the construction of the West Side highway, the Holland Tunnel, and the Sixth Avenue extension in the 1920s, the area became attractive as a logistics, distribution, and manufacturing hub. The printing industry, which benefited from proximity to major transportation arteries, concentrated in Hudson Square. Large-floor plate buildings replaced the 19th century working class row houses and tenements (vestiges of which remain in the neighborhood's southwest area).



During the 1980s as the printing industry began to decline, media companies, creative industries, and nonprofits began to move into the neighborhood attracted by the area's transit access, close proximity to trendy surrounding neighborhoods, large stock of open plan loft buildings, and cheaper rents. While Hudson Square remained a primarily commercial area for many years, recent rezonings have opened the neighborhood to more residential development. In 2013, the City Council enacted a zoning map amendment to create the "Special Hudson Square District," allowing for residential use in a large portion of the neighborhood. At the time, this zoning change was anticipated to result in the creation, through construction of new buildings and conversion or enlargement of existing buildings, of up to 2.8 million square feet of new housing, while ensuring that the dominant use in the area would remain commercial.

Despite the change in both use and industry in the area, Hudson Square's public realm has faced numerous challenges; because of its long industrial history, Hudson Square's streets were more suited to the movement of goods and vehicles than the movement of people. Immediate proximity to a regional transportation facility (Holland Tunnel entrance) and arterial roads (Canal and West Streets), coupled with a low-density commercial and residential population, had long allowed the needs of regional drivers to be prioritized over the needs of pedestrians, cyclists, or local traffic.

Streets and sidewalks remained barren, unlit, and uninviting, and open space was scarce and neglected. The neighborhood has been historically disconnected from neighboring parts of lower Manhattan including SoHo, the West Village, and Tribeca. In 2009, the Hudson Square Business Improvement District was formed to address these concerns, and the BID invested in a \$27 million streetscape improvement plan, which covered the Phase I area of the neighborhood (see map, p. 3).



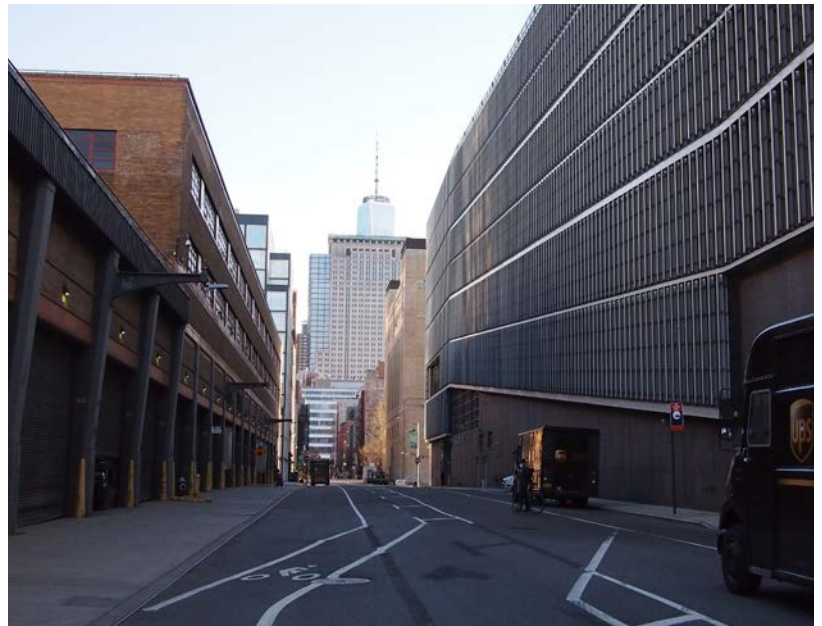
Before: Barren, uninviting sidewalks near the Holland Tunnel on Varick Street.



After: Investment in the neighborhood has created greener vibrant streetscapes that invite pedestrian activity.

Since completing this Phase I masterplan, the BID has expanded to cover nearly the entire Hudson Square neighborhood, and is now focused on public realm improvement and beautification projects in the expansion area. The Phase II area faces much of the same issues that plagued the Phase I area prior to the BID's investments in the neighborhood. The NY Forward grant would be used to make improvements in the Phase II area, improving cohesion and bridging the gap across the neighborhood. Narrow sidewalks and a lack of bike facilities prioritize cars over people. The area includes no open spaces, and connection to the waterfront is difficult and dangerous for pedestrians and cyclists across West Street. The Phase II area also faces unique challenges due to the industrial, multi-block UPS and DSNY buildings which create a geographic barrier at the west most side of the neighborhood, diminishing connectivity to the waterfront and Hudson River Park.

The neighborhood also faces new challenges; due to the neighborhood's strong commercial character, the COVID-19 pandemic significantly impacted the neighborhood's daytime usage. Fortunately, Hudson Square has seen a slightly better office utilization rate in the neighborhood compared to the greater Manhattan CBD, as well as slightly increased subway counts. However, the pandemic emphasized the importance of continuing to transform Hudson Square into a 24/7, mixed-use neighborhood, with open spaces that build community and entice workers to the area.



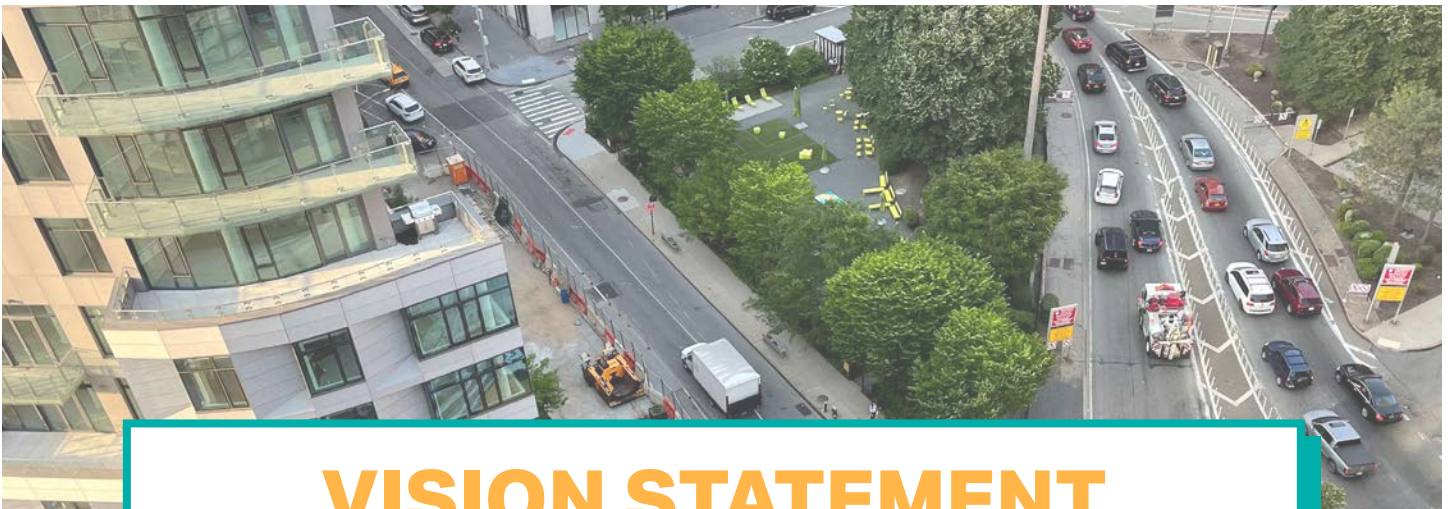
The western side of the neighborhood is largely dominated by logistics and distribution uses. Along these streets, narrow sidewalks including a large number of loading docks, and large superblock buildings make accessing the waterfront difficult and uninviting for pedestrians.

MAP OF PROPOSED BOUNDARIES



To achieve these goals, the neighborhood must diversify to continue to thrive. Despite being re-zoned to allow for residential use, Hudson Square remains a primarily commercial neighborhood, and the economic backbone of Hudson Square today is daytime office workers and visitors. Nevertheless, the new residential community and the changing nature of office work has only further underscored the need for additional amenities including pedestrian friendly balanced streetscapes, enhanced offerings of retail uses and improved hours, and open space improvements to the area for the benefit of businesses, their employees and visitors, and residents alike.

By focusing on investments in the public realm, particularly in improved connectivity and activation of our streets, NY Forward will help catalyze the creation of a robust and resilient full-time neighborhood here in Hudson Square. We need to reimagine our streets and sidewalks as urban amenities and capitalize on opportunities to create vibrant, beautiful public spaces. With the help of NY Forward, the Hudson Square community can continue to unlock the creative potential inside our buildings and build upon investments from the last decade to further transform this neighborhood into a truly pedestrian friendly destination anchored by a lively and beautiful public realm. Hudson Square can become a model sustainable and resilient 21st century business district.



VISION STATEMENT

Hudson Square is an authentic Manhattan neighborhood where people work, live, play and visit. Over the years, the former printing district, with its distinctive architecture, has transformed into a vibrant hub for the innovation economy. With companies like Google and Disney building new headquarters in the neighborhood, proximity to transit and the waterfront, and a growing residential population, Hudson Square has the potential to be a showcase of a mixed-use downtown neighborhood envisioned in the 'New' New York Plan. By investing in the public realm, Hudson Square will unlock its full potential as an environmentally, economically, and socially sustainable 24/7 neighborhood anchored by urban amenities, activated streetscapes, and beautiful public spaces, improving the safety and quality of life for thousands of New York workers, residents, and visitors.



PAST INVESTMENT AND FUTURE POTENTIAL

There has been a great deal of public and private investment in the proposed NY Forward catchment area, and each completed project has played a role in propelling the neighborhood from its industrial past into its creative future. However, much is yet to be done, and the current moment is a critical turning point for the neighborhood. Investment in the area over the last 10 years has created a strong foundation for the further development of a vibrant downtown tech/creative hub in Hudson Square, and NY Forward investment in this area will leverage existing and developing investments to build a fantastic new space for New Yorkers to live, work, and play.

In 2009, Hudson Square commercial property and business owners came together to establish the Hudson Square Business Improvement District. After a 2019 BID expansion, HSBID now generally covers the entire Hudson Square neighborhood. In 2012, following an intensive planning and outreach process, HSBID released a \$27 million neighborhood master plan focused on the need to create a pedestrian-friendly environment and to improve the quality of life for the people that live, work in, and visit Hudson Square. The 2012 Plan initiative included three major capital projects and the creation of a new open space at the mouth of the Holland Tunnel completed as public private partnerships on publicly owned land:

- **Spring Street Park Renovation:** in partnership with DPR, HSBID completed a \$5 million renovation of this park at the corner of 6th Avenue and Spring Street, creating a welcoming gateway into the neighborhood. Added features include custom seating amenities, extensive plantings, permeable pavement, and decorative lighting.

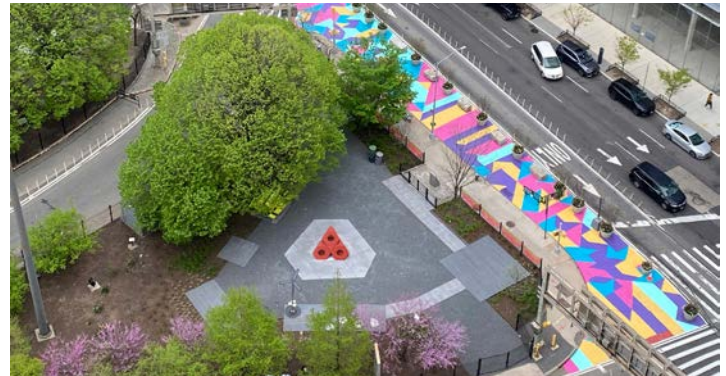


Spring Street Park

- **The Hudson Square Standard tree program:** Throughout the district, HSBID planted or retrofitted 532 street trees with distinctive tree guards, expanded tree pits, and permeable pavers, which provide key environmental and public health benefits throughout the neighborhood, absorbing rainwater and providing green canopy, in addition to cleaning the air.
- **The Hudson Street Redesign:** In partnership with the NYC Economic Development Corporation and NYC Department of Transportation, the BID constructed a \$12 million 7-block transformation of Hudson Street from Canal to West Houston Streets including sidewalk extensions, a protected bicycle lane, continuous plantings, custom seating amenities, and additional space for outdoor dining.
- **Freeman Plaza East and West:** Although not in the original 2012 plan, HSBID implemented other open space projects through a partnership between the BID and the Port Authority of NY and NJ to create Freeman Plazas East and West, which have transformed vacant land parcels at the Manhattan entrance to the Holland Tunnel into vibrant plazas that see tens of thousands of visitors each season.



Freeman Plaza West provides a comfortable refuge near the Holland Tunnel to thousands of visitors each year.



Freeman Plaza East is an attractive art park featuring a pedestrian mural, Noguchi sculpture, eye-catching fence art, and painted outdoor piano.



Hudson Street features custom seating and expanded sidewalks making for a park-like atmosphere.



Trees planted in the Hudson Square Standard tree pits grow 12% faster than those planted in city-standard pits.

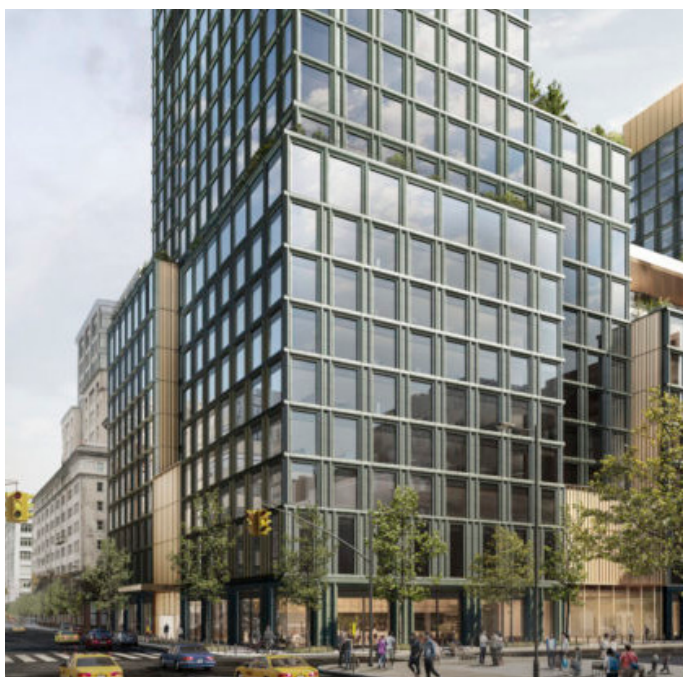
Private Development

Over the past 10 years there has been considerable private development in the neighborhood as well.

Google Campus at 550 Washington: In 2016, the City Council enacted a zoning map amendment to facilitate the redevelopment of 550 Washington Street, the former southern terminus of the High Line freight railroad, situated on the western edge of Hudson Square. Since that time, Google fully redeveloped the 550 Washington property to create a new Google Hudson Square campus, spanning 550 Washington and tenancies in existing buildings at 315 Hudson and 345 Hudson totaling 1.25 million square feet. Google's arrival in the neighborhood is expected to bring up to 7,000 employees over the next few years. The ULURP for this redevelopment includes the construction of two residential towers across W. Houston Street, one of which will be senior affordable housing, operated by JASA. Both the Google and residential developments will bring increased foot traffic to the northern portion of the Hudson Square neighborhood.

Disney Headquarters: In 2019, Walt Disney Corporation announced its move from Lincoln Square to Hudson Square. Since that time, Disney has invested in building a brand new 19-story, 1.2-million-square-foot complex office and studio space. The complex, which is expected to open in 2024, will have live recording and video studios, offices, and ground floor retail. It is estimated Disney's arrival will bring over 5,000 new workers to the neighborhood, in addition to many visitors every day.

Residential Development: Following the 2013 rezoning of the Hudson Square neighborhood, nine new residential properties have been or are currently in the process of being built. This will culminate in 1,618 new residential units being added to the neighborhood, of which 18% are designated affordable. NYC Department of Housing Preservation and Development has also recently commenced the development of a new fully affordable housing site on City-owned land at 388 Hudson Street which will be completed in the next five to eight years.



Rendering of Disney Headquarters at 4 Hudson Square by Skidmore, Owings, and Merrill

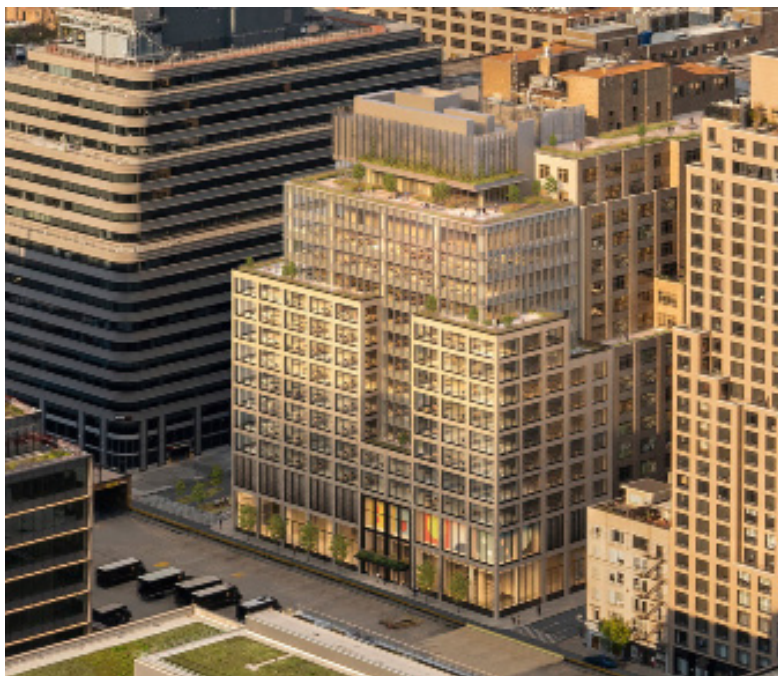


Rendering of 550 Washington by COOKFOX Architects

Hudson Square Properties

In December 2015, Trinity Church Wall Street and Norges Bank Investment Management formed a joint venture partnership, Hudson Square Properties, for the management and development of 7 office buildings with 4.58 million square feet of commercial space within the Hudson Square neighborhood. In April 2016, the joint venture selected Hines as the operating partner for the portfolio. Over the last decade, Hudson Square Properties has invested significantly in public realm improvements around their buildings and the development of new sites in the neighborhood. They have also championed arts and culture in the neighborhood, sponsoring public art projects and housing the new Jackie Robinson Museum at 75 Varick Street. This new museum, stewarded by the Jackie Robinson Foundation, serves as a beacon of Jackie Robinson's legacy, drawing visitors from all over and contributing greatly to Hudson Square's profile as an artistic and cultural destination.

Notable projects in the neighborhood include 555 Greenwich, a 16-story office building in Hudson Square. The nearly complete structure will add an additional 270,000 square feet to the HSP Portfolio and will connect on nearly every floor with the adjacent 1931-built and recently renovated 345 Hudson Street. The new building will feature geothermal and radiant heating and cooling, full electrification to eliminate the on-site use of fossil fuels, and a dedicated outside air system (DOAS) to provide 100 percent outside air to tenants and the building is set to exceed NYC's 2030 climate targets by 45%. The building is 1 of only 10 new LEED Platinum projects in New York State and 1 of only 5 Core and Shell LEED Platinum projects in New York City. 345 Hudson was also selected by the New York State Energy Research and Development Authority (NYSERDA) as a partner in the NYSERDA Empire Building Challenge, an initiative that aims to spur economic growth and renewal through low-carbon retrofits.



Rendering of 555 Greenwich by COOKFOX Architects

2 Hudson Square

Additionally, at 2 Hudson Square (alternate address 76 Varick Street), the vacant 32,700-square-foot property is set to be developed as a 26-story, 450,380-square-foot mixed-use building designed by SHoP Architects and developed by a joint venture between Taconic Investment Partners and Nuveen. The proposed 420-foot-tall development will yield 327,000 square feet for commercial space. The building will house a 444-seat public school for pre-kindergarten through fifth grade students with integrated community facilities spanning 77,100 square feet over five floors. Class A office space will span floors seven through 25, and there will be 8,890 square feet of ground-floor retail.



RECENT AND IMPENDING JOB GROWTH

Hudson Square is primarily a commercial neighborhood with an estimated 1,000 businesses currently employing 60,000 workers. Prior to 2019, job growth and economic development in Hudson Square was at an all time high, with a near record low vacancy (7.4%). Hudson Square is home to a rich and diverse array of business types, from hundreds of small business, ground floor retailers, and large creative, tech, and life sciences companies. As of 2019, technology and media and communications made up over 60% of businesses in the neighborhood. The development of major headquarters for Google and Disney are projected to bring in over 10,000 new employees to the neighborhood.

However, following the COVID-19 pandemic, the neighborhood has felt the effects of hybrid work policies and the commercial vacancy in the neighborhood has reached 14.8%. As companies reevaluate their office needs, and commercial leases continue to roll, investments are critical to create an environment that will continue to attract companies that value in person work and creative collaboration.

QUALITY OF LIFE

Hudson Square is an authentic New York neighborhood, whose history can be read on the varied facades of its buildings and along its streets and sidewalks. The composition of Hudson Square today reflects the diversity of the neighborhood's historic land uses, businesses, and residents. With the construction of 550 Washington and the arrival of Google, in addition to existing tech companies like SquareSpace, and a growing life sciences footprint including the NY Genome Center, the area is increasingly a hub for creative and innovative industries. Recent investment in the neighborhood, particularly along Hudson Street, in Spring Street Park, and at Freeman Plazas, and proximity to the waterfront has laid the foundation for Hudson Square as a lush, pedestrian friendly haven in dense lower Manhattan. HSBID and commercial landowners in the neighborhood have also made significant investments in public art in the neighborhood, reflecting the creativity of the neighborhood's population and contributing to a unique visual identity and character.

Yet, large parts of the neighborhood are lagging behind, which will hinder the economic potential of this area. Much of the northern and western portions of the neighborhood not included in the Phase I Plan still suffer from a lack of convenient access to open space, the waterfront, and surrounding neighborhoods, and uneven development in the neighborhood has left streets that lack the same level of ground floor diversity and pedestrian circulation, 24/7 culture, and vibrancy that draws employees and visitors alike. And, quality of life on the streets in Hudson Square continues to be significantly impacted by the outgoing vehicular traffic to the Holland Tunnel into New Jersey.





TRANSFORMATIVE PROJECT OPPORTUNITIES

Following the BID's 2019 expansion, HSBID released a Phase II neighborhood master plan, Hudson Square: New Connections. As a result of extensive research and public outreach, the plan identified several potential public realm interventions which would address the following set of principles:

- Unlock the value of surrounding assets (e.g. popular open spaces and neighborhoods)
- Mitigate the physical and psychological impact of regional traffic
- Preserve and enhance retail and neighborhood character
- Create an environmentally, economically, and socially sustainable 24/7 neighborhood

West Houston Street Redesign – \$7 Million Estimated Budget

The first major project underway in the Phase II plan is W. Houston Street. W. Houston Street is one of Lower Manhattan's primary east/west connections, running through Hudson Square, and linking Hudson River Park in the west to the East River. W. Houston Street plays a critical role in moving traffic, bikes, and pedestrians across the neighborhood, yet narrow sidewalks and multiple loading docks on W. Houston between Varick and West Street make for a dangerous and inhospitable environment for pedestrians and cyclists. A complete redesign of this section of Houston Street is part of HSBID's Phase II Streetscape plan. The Plan envisions W. Houston as a complete street that balances these multiple modes of mobility and activates the streetscape through the arts.

The area is situated in the part of the neighborhood with the highest daytime population and the least amount of passive open space. It is worth noting that this corridor has approximately 20,000 workers, with thousands more coming soon. It hosts the busiest passport center in the country, two public high schools, and a social services organization, with a new, senior affordable housing building under development. In addition, it is the path from the 1 subway train to Pier 40, a highly utilized community facility in Hudson River Park with Little League, a boathouse, and trapeze school.



Current conditions along W. Houston Street, including narrow sidewalks and lack of a safe bike facility, create a hostile environment for pedestrians and cyclists.

Despite being one of the only crosstown, river-to-river connections in lower Manhattan, the street faces particular challenges for pedestrians and cyclists that the plan seeks to address:

- Narrow, uninviting sidewalks
- Long stretches of inactive ground-floor uses
- Scarce and inaccessible open space
- Lack of safe bike infrastructure
- Insufficient seating and poor lighting

Key design elements of the plan include:

- Widened sidewalks
- Custom elements including greening, seating, and lighting
- A protected bike facility

These needs will continue to grow with the upcoming completion of Google's new Hudson Square headquarters at 550 Washington Street (located along West Houston Street) and the corridor, more than ever, will serve as a central thoroughfare for pedestrians and cyclists traveling to and through Hudson Square. The BID has already secured \$525,000 in city funding for this project from the Manhattan Borough President, New York City Council, and NYC Department of Transportation. The BID will contribute half of the funding of this project themselves, following the successful private/public partnership model of Hudson Street. The BID will also maintain new amenities along West Houston Street such as planters and benches, upon completion of the project. Furthermore, HSBID has also self-funded a feasibility assessment to analyze current conditions - both surface and subsurface, and convened with numerous local stakeholders for preliminary feedback. The project is ready for the design-build process as soon as funding is attained.



Rendering for W. Houston Street by WXY Architects; proposed redesign includes a protected bike lane and widened sidewalks with custom seating and lighting.

Walk to the Water

Creating a strong and visible connection to the waterfront is essential for Hudson Square. Historically, Hudson Square contained the longest stretch of West Street with no pedestrian crossing to Hudson River Park. With the construction of 550 Washington, Hudson Square will have a new midblock connection across Route 9A approximately aligned with Charlton Street. This connection, however, is not intuitive or completely accessible to people walking through the neighborhood. As a result, a multi-prong “breadcrumb” wayfinding approach including, lighting, and murals will help guide people to the water. These breadcrumbs will form the basis of a new green spine running along Washington Street with elongated planters. In the near term these waterfront walks will be guided by the following interventions:

- Distinctive tree pit planting scheme along Spring and Washington Streets
- Artistic wayfinding along Spring and Washington Streets that helps direct people to the midblock crossing to the waterfront
- Enhanced Lighting along Washington Street to increase the sense of safety at night

The Plan also identifies the long term goal of a capital project to install a pedestrian crossing of West Street at Spring Street, a main pedestrian route into and out of the neighborhood, either in the form of a pedestrian bridge or at grade.

Canal Street Gateway

Greenwich Street will serve as a major north-south connector along the innovation corridor running from the World Trade Center in the south to the Meatpacking district in the north. As underscored during COVID-19, and the BID’s public outreach, connections between Hudson Square and its surrounding neighborhoods are critical to the neighborhood’s resiliency over time. Crossing Canal Street has been historically difficult and dangerous for pedestrians and cyclists. The southern end of Greenwich Street at Canal will serve as a critical Gateway into the neighborhood from Tribeca and Hudson River Park. At this intersection, the Plan proposes enhancing a planned median refuge island at the center of Canal with additional bump outs to shorten the pedestrian crossing and a gateway sculpture just before the start of Canal Park. In the long-term, Greenwich Street may be designed with amenities and materials that link the historic block-paved streets to the north and south.





SUPPORTIVE LOCAL POLICY

Hudson Square's prior development and the projects put forward in this application will achieve the policies set at both the local and state level for the transformation of the city's streets and public spaces into safe, sustainable, and vibrant places. In the past 20 years, New York City agencies, specifically the Department of Transportation, City Planning, and NYC Parks, have taken a broad and expansive approach to the opportunities to create a robust public realm along our city's streets. Beginning in the mid 2000s, NYC local policy has been at the forefront of redefining the public realm to respond to the needs of the 21st century city. Inspired by the Bloomberg administration's PlaNYC and the release of NYCDOT first street design manual, over the last 15 years NYC agencies and local partners have begun to reshape how NYC residents and visitors experience the city's vast network of streets and sidewalks as not simply a network designed primarily for automobiles, but rather as public amenities that supports safe and convenient travel using a diversity of modes. This work set the foundation for reclaiming space from automobiles to build beautiful, sustainable public spaces in the form of more balanced roadways.

In 2019, NYC City Council passed Local Law 195 of 2019, requiring NYC DOT to produce the NYC Streets Plan, which was subsequently published in 2021. The legislation and subsequent plan lays out actionable recommendations for prioritizing the safety of all street users, the use of mass transit, the reduction of vehicle emissions, and access for individuals with disabilities. The plan particularly highlights the mandated benchmark of installing 250 miles of protected bike lanes over five years, prioritizing amenities like wayfinding, seating, and bike racks, and expanding and maintaining one million square feet of pedestrian space. The neighborhood is home to several NYC DOT Vision Zero priority intersections outlined by the plan.

Following the neighborhood's second rezoning in 2016, at the request of Council Speaker Corey Johnson and Manhattan CB2, NYC DOT conducted a transportation study of the Holland Tunnel traffic impact area, including Hudson Square and parts of the West Village. This study, known as the Hudson Square/West Village Study ("HSWV Study") has recommended several traffic and streetscape improvements in the neighborhood, especially focused on pedestrian connectivity across W. Houston and Canal Streets.

More recent local and state policy and programs have continued to reinforce the importance of investment in public space and balanced streets in lower Manhattan. In December 2022, Mayor Adams and Governor Hochul released the "Making New York Work for Everyone" Action plan authored by the "New" New York panel, intended to serve as a roadmap for future development in NYC's business districts. The plan outlines 40 proposals for a path to "equitable economic recovery and resurgence" with a focus on three overarching goals: reimagining commercial districts as

vibrant 24/7 destinations, making it easier for New Yorkers to get to work, and generating inclusive, future-focused growth. Furthermore, the introduction of legislation allowing New York City to implement congestion pricing to begin as early as 2024 will be transformative in Hudson Square due to the neighborhood's proximity to the Holland Tunnel. Hudson Square suffers greatly from traffic congestion into the tunnel, and in anticipation of congestion pricing, now more than ever, Hudson Square is at an important precipice to move forward as a model for investment in a greener public realm oriented to the pedestrian scale.



PUBLIC SUPPORT

HSBID has a history of collaborating with public, private, and community partners. Throughout the development of the Hudson Square BID's Phase II Neighborhood Master Plan (published in 2021), HSBID and its partners conducted extensive outreach and community engagement with the local community for input on capital improvement needs in the neighborhood. Community input was solicited through a variety of ways including:

- Several virtual planning workshops attended by local residents, retailers, office tenants, and building representatives
- A needs assessment survey distributed to all retail businesses
- Individual meetings with key stakeholders including NYC DOT, UPS as well as other building owners, large tenants, elected officials, residents, and nonprofits.
- Presentation to Community Board 2's Traffic & Transportation Committee

Recently, HSBID also completed a workforce survey in May of 2023 with over 800 responses from people who work in Hudson Square. This survey found that overwhelmingly, workers cite more greenspace and public seating as a factor encouraging work from the office and 90% of respondents said they feel that the presence of trees, public art, and seating improve their daily experience as a pedestrian. Investments in these public realm amenities have been identified in the "New" New York Plan as crucial in NYC plans to draw more workers back to the CBD and transform commercial areas for the future.



ADMINISTRATIVE CAPACITY

Hudson Square BID has the staff capacity to administer the NY Forward grant, including public outreach, organization of the Local Planning Committee, and coordination with city and state officials. HSBID has significant successful experience managing public/private partnerships with city and state agencies as well as local community engagement projects. The BID also has the capacity and mission to serve as an ongoing maintenance partner on all projects the BID completes and already provides maintenance, beautification and supplemental sanitation for all finished projects on public land.

LETTERS OF SUPPORT

Attached are letters of support from stakeholders in the Hudson Square neighborhood for the transformative project opportunity from the BID's Phase II Plan on West Houston Street. These were submitted to Borough President Levine and Council Member Bottcher regarding a funding request for City capital funding in FY24. As mentioned in the application, both elected officials allocated FY24 capital funding in support of the project.



Council Member Erik Bottcher
250 Broadway, Suite 1785
New York, NY 10007

Re: Hudson Square BID's FY24 capital funding request

March 31, 2023

Dear Council Member Bottcher,

I am writing in support of the Hudson Square Business Improvement District's (BID) request for \$1.7M for much needed capital improvements to West Houston Street between Varick and Washington Streets. These funds would pay for the BID to partner with the City and create a safe and welcoming people-focused corridor along West Houston Street. The project will widen sidewalks and add greenery, seating, and lighting. It will also add a protected bike lane.

The Hudson Square BID has a proven track record of partnering with the City on designing, building, and maintaining ambitious, attractive, and attainable capital projects. Last year, the BID completed their first 10-year Master Plan - a \$27M streetscape plan that transformed Hudson Square from an area known for its traffic near the Holland Tunnel into a neighborhood for people.

The Hudson Square BID began their 2nd Master Plan this year, which calls for more connectivity to the BID's surrounding neighborhoods as well as improvements focused on making its streets, sidewalks, plazas and parks people-focused and publicly accessible. Phase 1 of this new plan is the renovation of W. Houston Street. As in their first Master Plan, the BID is able to privately fund half the cost of construction and maintain the assets at no additional cost to the City.

Attaining capital funding through the New York City Council is critical for the Hudson Square BID to advance the transformation of Houston Street – an area that has a real need for improvements to enhance safety for pedestrians and cyclists and promote ground floor vibrancy as people cross the district to go to work, commute home, and enjoy Hudson River Park.

Sincerely,

Matthew Graziano, resident, 110 Charlton Street

Elise Pagano, resident, 110 Charlton Street

David Scatterday, resident, 102 Charlton Street

Angela Pinsky, Senior Government Affairs Manager, Google

Danielle Palmisano, Chief Program Officer, JASA

Duane Basile, Property Manager, 395 Hudson Street, Carpenters Union Building



March 17, 2022

Manhattan Borough President Mark Levine
1 Centre Street, 19th Floor
New York, NY 10007

NYC Councilmember Erik Bottcher
224 West 30th Street, Suite 1206
New York, NY 10001

Re: Hudson Square Business Improvement District Capital Funding Request

Dear Borough President Levine & Councilmember Bottcher:

As elected officials representing Lower Manhattan, we write in support of the Hudson Square Business Improvement District's (BID) funding request for capital improvements on the north side of Houston Street between Varick and Washington Streets.

The Hudson Square BID has designed and maintained numerous capital projects in Lower Manhattan over the past decade. The Hudson Street Project, which will be finished in June of 2022, effectively uses public space along the streetscape which benefits these New York City neighborhoods. With a rise in our constituents utilizing outdoor spaces, open streets, and biking, the Hudson Square BID has developed a plan that encompasses these vital community necessities.

The Hudson Square BID released their 2nd Master Plan in the fall of 2021, which calls for more connectivity to the BID's surrounding neighborhoods as well as public realm improvements that focus on making its streets, sidewalks, plazas and parks people-focused and accessible to the public. The plan includes pedestrian safety projects, a new park, streetscape improvements, trees, plantings, and widened sidewalks. These new public spaces will bring more opportunities for local workers, residents and visitors to enjoy the creativity of the neighborhood and connect with the community.

This capital funding will allow the Hudson Square BID to begin Phase I of their planned work on Houston Street which will greatly benefit residents, visitors, and those who work in the downtown community.

Sincerely,

Brad Hoylman
27th Senate District

Deborah J. Glick
66th Assembly District



NEW YORK CITY DEPARTMENT OF EDUCATION

CITY-AS-SCHOOL

Fred Koury Campus

Rachel Seher, Principal

16 CLARKSON STREET, NEW YORK, NY 10014-4377 (212) 337-6800 FAX (212) 337-6875

February 23rd, 2023

To Whom it May Concern;

I'm thrilled to write this letter on behalf of City-As-School to advocate for improvements to Houston Street. We need a bike lane going west, more seating and wider sidewalks.

The students and staff would benefit from these improvements. It will make the street feel more like a community and the students and staff at City-As-School have been a part of this community for over 40 years without the ability to walk safely on Houston street as it is too narrow for school groups to enter/exit the building.

Please reach out to me if you have any questions.

Best wishes,

Naima Freitas

Biology Teacher/ Advisor/ Internship Coordinator

643 W 43rd St
New York, NY 10036
212-631-6565



May 15, 2023

Re: Hudson Square BID's capital funding request

Dear Council Member Bottcher,

On behalf of UPS, I am writing in support of the Hudson Square Business Improvement District's (BID) request for \$1.7M for much needed capital improvements to West Houston Street between Varick and Washington Streets. These funds would pay for the BID to partner with the City and create a safe and welcoming people-focused corridor along West Houston Street. The project will widen sidewalks and add greenery, seating, and lighting. It will also add a protected bike lane and a bike/vehicular traffic light. The alternative bike/vehicular traffic light on West Houston and Washington Avenue is a major essential priority to bring amount much needed safety improvements where the turning radius for tractor trailers have been further reduced by recent major area real estate investment related curbside redesign.

The Hudson Square BID has a proven track record of partnering with the City on designing, building, and maintaining ambitious, attractive, and attainable capital projects. Last year, the BID completed their first 10-year Master Plan - a \$27M streetscape plan that transformed Hudson Square from an area known for its traffic near the Holland Tunnel into a neighborhood for people.

The Hudson Square BID began their 2nd Master Plan this year, which calls for more connectivity to the BID's surrounding neighborhoods as well as improvements focused on making its streets, sidewalks, plazas and parks people-focused and publicly accessible. Phase 1 of this new plan is the renovation of W. Houston Street. As in their first Master Plan, the BID is able to privately fund half the cost of construction and maintain the assets at no additional cost to the City.

As a property owner adjacent to the proposed project, UPS appreciates the BID's early communication and engagement. This ongoing dialogue during the design process ensures that the project will not interfere with UPS' operations and promotes safety for all road users.

Attaining capital funding through your office is critical for the Hudson Square BID to advance the transformation of Houston Street – an area that has a real need for improvements to enhance safety for pedestrians and cyclists and promote ground floor vibrancy as people cross the district to go to work, commute home, and enjoy Hudson River Park.

Sincerely,

Axel Carrion, VP of Public Affairs, UPS