MADISON SQUARE
PEDESTRIAN PROJECT

Presented to
Community Board 5
March 3, 2008
Willoughby Street Pedestrian Plaza
Brooklyn, 2006

Before

After
Pearl Street Plaza
Brooklyn, 2007
Ninth Avenue at 14th Street
Safety Improvement & Plazas
Manhattan, 2007
Madison Square
Illogical Traffic Patterns
Daunting pedestrian Environment
Unrealized potential
Fifth Avenue narrows to one through lane

Looking south on Fifth Avenue
Broadway bike lane stops west of Fifth Avenue
Fifth Avenue bus forced to turn right onto 25th, then Broadway to proceed south
Traffic splits pose safety concerns
Illogical Traffic Patterns

- Fifth Ave. bus must divert west
- Both 5th & Broadway narrow to one through lane, effectively forcing traffic to turn off trajectory
- Broadway bike lane stops west of Fifth Avenue
- Excessive width encourages speeding down Broadway
Pedestrian often ignore detour and find themselves without sidewalk
North combined crossing 170 feet
South combined crossing 210 feet
Both require 2 signal cycles
No north-south 23rd Street crosswalk between Fifth Avenue & Broadway
Pedestrian Problems

West side of Fifth Avenue, pedestrians must divert

Pedestrians often continue straight south with no sidewalk

East-west combined crossings 170’ north & 210’ south crossing time requires 2 cycles

No north-south crosswalk

Long south crosswalk
Wide road severs the neighborhood
discouraging circulation & the economy

Flatiron Building tourist attraction

View east, south of 23rd Street

View south
Community & Economic Concerns

- Excessive Bus Layovers for world-class park and place
- Discourages circulation by potential customers
- Flatiron Building top tourist site – most vantage points & photo shooting positions in roadbed
Broadway Boulevard at Madison Square June 2008 Implementation

Roadbed becomes temporary public space, protected by planters with landscaping and furnishings.

Maintenance partners: Flatiron-23rd Street BID & Madison Park Conservancy

Lessons learned will influence a permanent change.
Madison Square Plan Creates:

- Simple & Normal Traffic Patterns
- New Safe Bike Lane Connections
- Short Direct Crosswalks
- 37,000+ sq. ft. of New Public Space

Flatiron Building

MADISON SQUARE PARK
New bicycle lane connection on Broadway bridging gap

Improved Bicycle Access
Existing
Fifth Avenue bus diversion

Proposed
Fifth Avenue route shortened by 111 feet, 2 turns eliminated.
Traffic splits confuse pedestrians and force drivers to make abrupt decisions.

Clarified traffic patterns safer for pedestrians and vehicle occupants.
Pedestrian Benefits

Existing

Proposed

Sidewalk currently disappears
Pedestrian Benefits

- New north-south crosswalks on 23rd Street
- Plazas as an incentive to wait for second E-W Walk cycle
Community & Economic Benefits

New plazas with Flatiron Building views

Knits neighborhood together
On the verge of transformation…