



**ALLIANCE FOR DOWNTOWN NEW YORK, INC.**

**REQUEST FOR PROPOSALS**

**March 26, 2009**

---

**Signage and Wayfinding Consultant**

## Signage and Wayfinding Program

### Case Statement

Over the past seven years, Lower Manhattan has become host to one of the largest construction undertakings in the history of American cities. The centerpieces of the massive rebuilding process in Lower Manhattan, including The World Trade Center Memorial, the Freedom Tower, the new PATH station, Fulton Street Transit Center, and South Ferry Station Terminal, comprise only a fraction of the unprecedented amount of public and private investment being funneled into the transformation of Downtown's one square mile. With over 60 private development projects underway – and dozens of public water main replacement, street reconstruction, and engineered resurfacing projects in progress or on the near-term horizon – Lower Manhattan's subterranean and above-ground modernization is in full swing.

This inspiring effort signals an exciting future for Lower Manhattan. The construction, however, puts an inevitable strain on the community's roadways, sidewalks, and public spaces. Construction-related pedestrian re-routing, traffic detours and sidewalk closures limit access and mobility, while orange cones, sidewalk sheds, concrete barriers, and construction machinery envelop the urban landscape. The chaos of construction is disorienting at best, and at worst, can ultimately discourage people from walking into adjacent retail stores, restaurants and public spaces as they struggle to navigate through the perceived disorder.

As we sharpen our focus on a Downtown rebuilt, we must also maintain the integrity of daily life for our workers, residents and visitors. Between now and 2012, we must create the future we envision, while simultaneously redefining the experience of navigating a neighborhood under construction, offering our community an appealing, distinctive Lower Manhattan identity that upholds safe, clean and traversable streets.

Since the launch of the Downtown Alliance's Downtown New York Streetscape Plan, Lower Manhattan's image has been transformed from haphazard and neglected to welcoming, convenient and attractive. This is thanks in large part to the Program's elements, which include street furniture such as custom waste baskets and street name signs, uniform sidewalks and granite curbs, ubiquitous street and pedestrian lighting, and permanent maps and wayfinding signage.

In order to continue to anticipate and respond to shifting conditions, the Downtown Alliance will engage a consultant to undertake the design and implementation of a new, temporary wayfinding signage system that will complement the permanent system, meeting the heightened navigational needs of a neighborhood in transition. With a continued focus on directional aids, signage type, location, audience, physical maintenance and timely information, the consultant will work with the Downtown Alliance to mitigate the district's construction-related confusion through improved orientation and directional wayfinding elements.

## Executive Summary

In June 2000, the Downtown Alliance launched the Downtown New York Streetscape Plan, a comprehensive signage and wayfinding system designed by Pentagram Design Services, Inc. The wayfinding system helped to orient Lower Manhattan's employees, residents and visitors by providing a series of directional aids. Elements of the system included street signs that provide directions to major destinations and nearby subways; four-sided orientation columns situated at strategic street locations and listing streets, subways, and major Downtown destinations; and street name signs with photo images representing specific or iconic Downtown areas.

Following the events of September 11<sup>th</sup>, 2001, parts of this permanent system's cohesiveness were destroyed. As part of a district-wide construction mitigation effort, including a public art-based, construction site beautification program entitled *Re:Construction*, the Downtown Alliance is now seeking a consultant to create temporary wayfinding signage. Intended to complement our existing signage, the new system will serve Lower Manhattan's employees, residents and visitors until conditions in the district normalize.

Please see the attached materials for images and information about the current signage and wayfinding system.

This temporary expansion of the current Streetscape Program has been made possible through a significant grant from the Lower Manhattan Development Corporation.

*The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from East River to West Street.*

## **I. PROGRAM DESCRIPTION**

### **History and Overview**

On November 8, 2007, following the successful launch of an art-based construction mitigation pilot program entitled *Re:Construction*, the Downtown Alliance was awarded a Community Enhancement Grant from the Lower Manhattan Development Corporation (LMDC) to continue to “mitigate the impact of construction”. Part of the Federal Housing and Urban Development (HUD) Community Development Block Grant funds, a portion of this grant will support a temporary expansion of the Downtown Alliance’s current signage and wayfinding system which will be designed to complement the existing program and address construction-related orientation needs. The remaining funds will support *Re:Construction* which is not the subject of this request.

The current wayfinding system consists of numerous elements including informative street signs, wayfinding signs with clear directional arrows for landmarks and subways, heritage site markers and district maps noting historically or culturally significant sites, and pedestrian-level poles that contain pictorial information and directions. In addition to wayfinding, this signage system provides a visual identity for Lower Manhattan through recognizable fonts, graphics and colors, and comprehensively conveys the past and future of Downtown’s streetscape and the majority of its main attractions.

The system’s current configuration, however, was never intended to anticipate the torrent of street-level disruption following the events of 9/11. Its design, therefore, neither acknowledges nor mitigates the pervasive and frequently shifting construction landscape throughout Lower Manhattan. The primary objective of this expanded system, then, will be to translate the meaning of the familiar yet alienating construction barriers from symbols of detour and disruption into indicators of an adaptable and reliable wayfinding marker series. A secondary objective will be to incorporate signage which identifies the temporary public art displays installed at specific construction site locations, which will comprise the *Re:Construction* program projects. In these ways, these wayfinding aids will help to both orient and anchor Downtown’s employees, residents and visitors while heralding the district’s exciting makeover.

## II. SCOPE OF WORK

The Signage and Wayfinding Consultant (the “Consultant”) will oversee the design, installation and maintenance of an expanded, temporary wayfinding system for the purpose of increasing navigability Downtown. Specific responsibilities include, but are not limited to, the following:

1. Conducting a needs assessment, in collaboration with the Downtown Alliance’s Operations Department, including:
  - An investigation of the district;
  - Identifying locations most in need of signage and wayfinding improvements;
  - Outlining the most important informational components to be conveyed;
2. Providing conceptual designs and renderings addressing the district’s existing conditions, opportunities and constraints regarding temporary wayfinding.
3. Providing conceptual designs and renderings for proposed signage representing temporary public art installations on construction sites.
4. Developing implementation plans and project timeline, including proposed materials, maintenance requirements and signage update schedules.
5. Providing maps proposing designated locations for each of the signs.
6. Preparing a preliminary cost estimate with a breakdown of costs for fabrication, supporting structure or hardware, installation and maintenance or replacement.
7. Delivering plans compliant with agency requirements for signage content, structure, materials and location, and making any and all necessary revisions for reasons including but not limited to permits, site conditions, or other regulatory requirements.
8. Providing all construction and bidding documents.
9. Soliciting and selecting sub-contractors for sign fabrication and installation.
10. Assisting with presentations to public agencies or community groups as requested.

Firms should demonstrate prior experience in implementing streetscape projects and dealing with New York City governmental agencies, based on staff experience. Firms should be familiar with the Downtown Alliance’s current wayfinding system and all of its components. Proposals should consider the following information:

1. The new wayfinding system will complement the existing system, incorporating the same color scheme, font, graphics, etc.
2. Physical elements in the new system must provide up-to-date information, and therefore must be easily updated, altered, or removed, as needed, as expeditiously as possible, in a cost-effective, and space-efficient manner, as construction conditions change.
3. The new system should use existing street furniture and poles for display of information
4. Relevance of information will be subject to construction schedules and other factors
5. The new system should provide:
  - Relevant information for optimal orientation to Lower Manhattan’s streets
  - Improved directions and ability to navigate around construction sites
  - Timely information regarding construction timelines for development projects
  - General information about the area, including nearby shopping, transportation, and cultural or historical information, as appropriate

The Consultant will be funded through the LMDC Community Enhancement grant and must comply with reporting and other funding requirements. Please refer to Exhibit A.

## How to Apply

To be considered as a Consultant for this project, you must prepare and submit a booklet (8 ½” x 11” oriented either portrait or landscape) to include the following information:

- Letter of Interest  
The letter should be a carefully considered discussion about why your team is interested in participating in this program. Please cite relevant information about the challenges of public wayfinding signage projects, particularly as they relate to construction sites, and describe your experience with projects of comparable complexity.
- Approach  
If selected, how would you or your organization approach this project? Your answer to this question will be a key component in assessing your appropriateness and fit for this work.
- Team/Organization Overview  
Provide a review of the team’s members and their respective expertise, or a CV for individuals.
- Portfolio  
Teams must present relevant examples of past work which demonstrate their ability to execute projects of comparable complexity. At a minimum, project descriptions should include:
  - a general overview
  - project photographs
  - how the project was executed
  - any awards or peer recognition
- Pricing  
Teams must include a fee estimate for carrying out the above-referenced responsibilities. Fee estimates should include costs for needs assessment, conceptual and digital graphic designs, oversight of implementation and maintenance of contractors, and any other associated costs, as described in the Scope of Work, above.
- Additional Information  
Please include any additional information that you or your Team feels will help the Downtown Alliance determine its overall preparedness for consulting in this capacity. Additional materials must be included in your submission.
- Contact  
The last page of the submission should list the name, telephone number, and email address for you or your primary contact.

Materials are to be submitted in accordance with Section IV “Pertinent Dates” and Section V “Proposal Submission Process”, below.

### III. REQUEST FOR PROPOSALS

The Downtown Alliance is inviting proposals from qualified firms ("Proposers") by this request ("Request") to serve as the Signage and Wayfinding Consultant who will design a complementary, temporary signage and wayfinding system to meet the navigational needs of a community undergoing extensive rebuilding. Proposers are invited to submit proposals (each, a "Proposal") to perform the services (the "Work") described in the Scope of Work above, and each Proposal must contain all sections described therein. If a satisfactory Proposal is selected, it is anticipated that the Downtown Alliance will enter into a contract (the "Contract"), the form of which is attached as Appendix A, with the selected Proposer for a three-year period. Please refer to the Signage and Wayfinding Case Statement, above, for additional information.

### IV. PERTINENT DATES

- A. All Proposals are due by 3:00 p.m. on **Friday, April 24, 2009** (the "Closing Date").
- B. Interviews for select Proposers will be held during the weeks following the Closing Date. Please be prepared to schedule and attend an interview during this time.

### V. PROPOSAL SUBMISSION PROCESS

- A. Three (3) copies of a written Proposal and one (1) disc containing a digital copy of the document in PDF or JPG format must be received by the Downtown Alliance by the Closing Date. Proposals received after the Closing Date may not be accepted by the Downtown Alliance, and if accepted may not be considered in response to this solicitation. Please see the above Scope of Work section for detailed Proposal requirements.

Proposals shall be addressed as follows:

**Alliance for Downtown New York, Inc.  
120 Broadway, Suite 3340  
New York, NY 10271  
Attention: Whitney Barrat, Director of Special Projects**

The Downtown Alliance will not accept oral Proposals or Proposals by facsimile or electronic mail.

All questions regarding the Request must be in writing and should be directed to **Whitney Barrat**, Project Director, via electronic mail ([wbarrat@DowntownNY.com](mailto:wbarrat@DowntownNY.com)). Questions and responses from the Downtown Alliance may be shared with other Proposers.

- B. Proposals are to contain the following:
  - 1) Any assumptions regarding the Work to be performed by the Proposer;
  - 2) A statement of the exceptions, if any, which the Proposer takes to any terms and conditions contained in the "Scope of Work" or any other portion of this Request (including a specific reference to any provision to which it is taking exception);
  - 3) Application submission, including qualifications (see section on How to Apply, above);
  - 4) A fee estimate for providing signage and wayfinding design consulting, including costs associated with the responsibilities described in the Scope of Work, above.

## **VI. TERMS GOVERNING REQUEST AND SELECTION**

### **A. Review of Proposals**

The Downtown Alliance will review all Proposals for completeness and compliance with the terms and conditions of this request. The Downtown Alliance reserves the right to request additional materials, including those it may deem useful or appropriate to evaluate each Proposer's qualifications and past experience, or clarification or modification of any submitted Proposal. Such requests will be responded to in a timely manner, as determined by the Downtown Alliance. Submission of a Proposal shall constitute the Proposer's permission to the Downtown Alliance to make such inquiries concerning the Proposer as the Downtown Alliance in its discretion deems useful or appropriate. The Downtown Alliance is not obligated to make any such request or to accept any unsolicited additional materials, clarification, modification or background information.

The Downtown Alliance reserves the right, in its sole discretion, to reject at any time any or all Proposals, to withdraw this Request without notice and to negotiate with one or more Proposers submitting Proposals or entities not submitting Proposals on terms other than those set forth herein.

The Downtown Alliance will select one Proposer which, in the sole judgment of the Downtown Alliance, most successfully demonstrates the necessary qualities to serve as Signage and Wayfinding Consultant, offers the most favorable financial terms, and best meets the other needs and goals of the program, the community, and the Downtown Alliance. The Downtown Alliance reserves full right to reject all proposals if it so chooses.

Under no circumstances will the Downtown Alliance pay any costs incurred by a Proposer in responding to this Request.

The review or selection of a Proposal submitted by a Proposer will create no legal submission or equitable rights in favor of the Proposer, including without limitation, rights of enforcement or reimbursement.

Failure by the Downtown Alliance for any reason to select a Proposer or to enter into the Contract with a Proposer once selected as a result of this Request will not create any liability on the part of the Downtown Alliance or any of its members, officers, employees, agents, consultants or other Proposers. Submission of a Proposal by a Proposer in response to this Request will constitute a waiver by such Proposer of any claim against any of the foregoing for any costs incurred or for any matters arising thereunder or in connection with the review of such Proposal by the Downtown Alliance.

### **B. Execution of the Contract**

The submission of a Proposal with respect to the District shall constitute an agreement by the Proposer that it intends to execute the Contract contained in Appendix B with the Downtown Alliance. If the Downtown Alliance notifies the Proposer that it has been selected, then Proposer shall execute the Contract with the Downtown Alliance within one week of such notification and receipt of an execution copy. In the event that the Proposer fails to execute the Contract expeditiously, for any reason within such period, the Downtown Alliance may void the selection of the Proposer and negotiate and execute a Contract with another party (or no party, if it so chooses). Work will begin immediately upon execution of the Contract.

**APPENDIX A**  
**CONTRACT FORM**

\_\_\_\_\_, 2009

[Company Name and Address]

Dear -----:

The Alliance for Downtown New York, Inc. (the "Downtown Alliance") hereby engages you or company name if company as consultant ("Consultant") to assist the Downtown Alliance \_\_\_\_\_ . All work provided under this agreement (this "Agreement") shall be performed according to the terms and conditions more particularly set forth below, under the supervision of \_\_\_\_\_ .

**SCOPE OF SERVICES:** Consultant shall perform the following services on behalf of the Downtown Alliance (collectively, the "Work"):

Please see Scope of Work as set forth above.

**TERM:** The term of this Agreement shall commence on \_\_\_\_\_, and end on \_\_\_\_\_ unless sooner terminated in accordance with the provisions of this Agreement (the "Term").

**COMPENSATION:** Consultant will complete all Work for a fee of \$\_\_\_\_\_

**REIMBURSABLE EXPENSES:** "Reimbursable Expenses" shall mean and refer to the reasonable, out-of-pocket costs actually incurred by Consultant in connection with the Work. Reimbursable Expenses will be paid at cost, and shall not exceed the maximum aggregate amount of \_\_\_\_\_ dollars (\$) during the Term. All Reimbursable Expenses must be evidenced by receipts. Any individual expense constituting a Reimbursable Expense of One Hundred Dollars (\$100.00) or more must be approved in advance by the Downtown Alliance.

**PAYMENT AND INVOICES:** Upon satisfactory completion of the Work described above, Consultant will be paid within fifteen (15) days of receipt by the Downtown Alliance of an itemized invoice detailing services performed, and Reimbursable Expenses incurred, with receipts attached.

**INDEPENDENT CONTRACTOR:** Notwithstanding anything contained herein to the contrary, it is specifically understood and agreed that in the performance of the terms and conditions of this Agreement, Consultant will not be deemed to be acting as an agent of the Downtown Alliance by virtue of this Agreement or by virtue of any approval, grant, or other authorization given by the

Downtown Alliance pursuant to this Agreement. Consultant is acting as an independent contractor performing services for the Downtown Alliance without power or authority to bind the Downtown Alliance. Consultant is solely responsible for all acts taken or omitted in performance of this Agreement.

**INSURANCE:** Throughout the Term of this Agreement, the Consultant will maintain, and will cause all of its subcontractors and permittees to maintain, the following insurance:

- A. Commercial General Liability Insurance written on an ISO Occurrence Form or its equivalent relating to the work performed under this Agreement providing a Limit of not less than \$2,000,000 in the aggregate and not less than \$1,000,000 per occurrence for bodily injury, personal injury, and property damage and \$1,000,000 products/completed operations and contractual coverage which will remain in effect for a period of not less than five (5) years beyond the completion of work under this Agreement;
- B. The Downtown Alliance, the City of New York (the "City"), and the New York City Department of Small Business Services must be named as additional insureds on all policies listed in the foregoing subparagraph (A) pursuant to endorsements to each of such policies and the Consultant must be named as additional insured on all such policies obtained by its subcontractors and permittees;
- C. Consultant and all subcontractors will also maintain Statutory Workers' Compensation and Employer's Liability Insurance covering all Consultant's and subcontractors' employees engaged in the work performed under this Agreement; and
- D. Certificates of insurance (and such other evidence of the insurance required to be maintained under this Paragraph entitled "Insurance" as may be acceptable to the Downtown Alliance, including, without limitation, complete copies of all such insurance policies and endorsements) in form and substance reasonably acceptable to the Downtown Alliance, must be supplied for review and approval prior to the commencement of the Work. Consultant shall release and waive all rights of subrogation against the Downtown Alliance possessed by Consultant's insurers with respect to the assumption and discharge of the obligations of Consultant pursuant to this Paragraph, and Consultant represents and warrants that it is authorized to make such release and waiver under its policies of insurance. Each issuer of each insurance policy required to be maintained under this Agreement shall evidence its agreement that each such policy shall not be cancelled or materially amended without 30 days prior notice to the Downtown Alliance.

**INDEMNIFICATION:** Consultant shall indemnify, protect, defend, save and keep harmless the City, the New York City Department of Small Business Services, and the Downtown Alliance, and their respective officers, directors, employees, agents and partners (collectively, the "Indemnified Parties"), from and against any and all liabilities, obligations, losses, damages, penalties, claims, actions suits, costs, expenses and disbursements, including, without limitation, reasonable legal and investigative fees and expenses, of whatsoever kind and nature (collectively, "Liabilities"), which may be incurred by or imposed on the Indemnified Parties, or any of them, and in any way relating to or arising out of Consultant's services provided under this Agreement, except to the extent that any of such Liabilities are directly due to the negligent acts or omissions of such

Indemnified Party(ies). Consultant will be solely responsible for the safety and protection of all its employees and will assume all liability for injuries, including death that may occur to said employees due to negligence, fault or default of Consultant. Consultant will also require such indemnification from its contractors, subcontractors, and permittees.

**ASSIGNMENT:** Consultant shall not assign, subcontract, transfer, convey or otherwise dispose of this Agreement or any interest therein, in whole or in part, without the prior written consent of the President of the Downtown Alliance. The Downtown Alliance shall have the right to assign this Agreement to the City of New York without the consent of the Consultant.

**BOOKS, RECORDS, AUDITS AND INSPECTIONS:** Consultant shall keep accurate books and records in accordance with generally accepted accounting practices. Such books and records shall include, but not be limited to, employee time and payment records; accounts receivable and payable; purchase orders and sales receipts; liabilities and payments rendered for the purposes of this Agreement. All books and records of Consultant shall be available upon three (3) business days notice for the purposes of auditing or inspection for purposes of verifying compliance with the terms of this Agreement and applicable law.

**WARRANTIES:** Consultant warrants that qualified personnel in accordance with the best-accepted practice will render services of any nature furnished hereunder competently. Consultant further warrants that such services comply with all requirements of federal, state, and local laws and regulations, including, without limitation, the Occupational Safety and Health Act of 1970. All work will be completed in a professional manner according to the highest industry standard practices.

**OWNERSHIP OF MATERIAL:** Consultant acknowledges that for the purposes of the U.S. Copyright Law, any materials prepared under this Agreement will be deemed a work specially commissioned and all rights in such work will be a "work made for hire" and will belong entirely to the Downtown Alliance, its successors and assigns, in perpetuity and it or they may make such use of such rights in all media throughout the universe without further obligation to Consultant. However, if it is determined that any such materials are not works made for hire, Consultant will be deemed to have assigned all right, title and interest therein, including the copyright, to the Downtown Alliance and will be deemed to have waived any right to termination of such assignment.

**TERMINATION:** The Downtown Alliance may terminate this Agreement upon five (5) days notice with cause, i.e., upon a determination by the Downtown Alliance that Consultant has materially failed to perform under this Agreement, or upon ten (10) days notice without cause, in which case an equitable adjustment, if necessary, will be made.

**OTHER:**

- A. This Agreement represents the entire understanding between the parties. Neither this Agreement nor any provision hereof may be modified, changed, waived or terminated orally, but only by an instrument in writing, signed by the party against whom enforcement of the modification, change, waiver or termination is sought.
- B. The failure of either party to enforce or otherwise require strict performance of any of the terms or conditions of this Agreement or of the party's right in any one or more instances shall not constitute a waiver by the party of such performance, terms, conditions, or rights either then or for the future. Any waiver shall be effective only in

writing and signed by the party's authorized representative, and only with respect to the particular case expressly covered therein.

- C. If any term or provision of this Agreement or the application thereof to any entity or individual in any circumstances shall be invalid or unenforceable to any extent, the remainder of this Agreement or the application of such term or provision to the entities or individuals or in the circumstances other than those as to which it is held invalid or unenforceable shall not be affected thereby. Each term and provision of this Agreement shall be valid and be enforced to the fullest extent permitted by law.
- D. This Agreement shall be governed by and construed in accordance with the laws of the State of New York.
- E. Except to the extent otherwise expressly provided for herein, all notices, demands, consents and approvals given under this Agreement shall be in writing and shall be deemed to have been sufficiently given or served when presented personally, delivered to an overnight courier service with guaranteed next business day delivery or, if deposited in the mail, postage prepaid, certified or registered, return receipt request, addressed to the parties hereto at their respective addresses first set forth above upon the earlier of actual receipt thereof or the fifth calendar day after such mailing. Any party may change its address by notice to the other party.

Please sign both original copies of this letter agreement to evidence your agreement to and acceptance of the foregoing terms and conditions, and return one to my attention.

Sincerely,

Elizabeth H. Berger  
President

AGREED TO AND ACCEPTED BY:

[NAME OF CONSULTANT COMPANY]

By: \_\_\_\_\_

Name:

Title:

EIN: \_\_\_\_\_

# Downtown New York Streetscape Plan

Downtown



## Why a Streetscape Program?

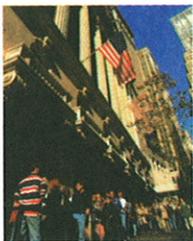
### The New Downtown

Since the 1995 launching of the City's Downtown Revitalization Program, Downtown Manhattan has undergone a startling transformation into a 24-hour, 7-day-a-week, mixed-use community. Older commercial skyscrapers have been converted to luxury apartments; a new Information Technology District has taken root alongside the financial industry; art, architecture and musical events draw thousands to the area.

### Neglected Streetscape

Downtown's history and architecture, its businesses, institutions and waterfront, are tied together by a pattern of winding, narrow streets laid out for the Dutch settlement of Nieuw Amsterdam – a 17th-century street plan that has become the heart of the world's 20th-century financial district.

But those historic, winding streets – while charming and unique – have deteriorated into a neglected collection of crumbling sidewalks, inconsistent lighting, cluttered sidewalks, and illegal signs – an aging infrastructure inadequate to Downtown's splendid architecture and striking views. Such details may seem inconsequential compared to restored skyscrapers, but they have an enormous impact on the quality of life. People want to visit, work, and live in areas where the streets are safe, attractive and convenient.



### More Than Meets the Eye

Downtown's current chaotic street scene creates misleadingly negative perceptions:

- Downtown is confusing, a place where it's easy to get lost – a hundred city blocks, curving streets, unfamiliar names, 22 miles of sidewalks, 157 intersections.
- Downtown seems unsafe – poorly and unevenly lit streets and confusing signs creating a sense of insecurity.

Such perceptions work against Downtown's potential:

- People are reluctant to live and work in an area that is confusing and seems unsafe – even though Downtown ranks among the safest areas in the city.
- Tourists are discouraged by the same perceptions. Millions of visitors come each year to see our attractions – but not enough of them stay to shop.

### Ambitious Program

To address the challenging problems of Downtown's streetscape, the Alliance for Downtown New York has developed an ambitious new program to transform the area's image, with three specific goals:

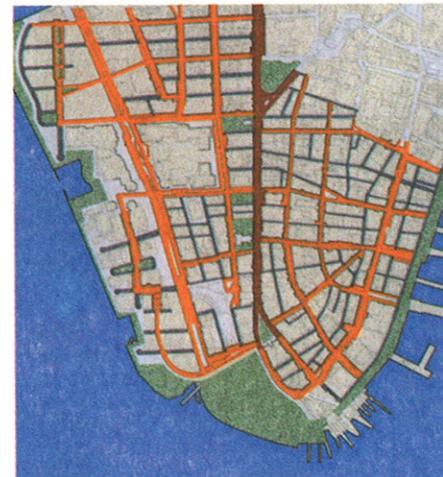
- To improve public perceptions of safety
- To promote an image of Downtown as an engaging and welcoming place to work, live, and shop



- To express the unique style and energy that defines Downtown: a 21st-century community thriving in the historic heart of New York City

### Partnership

We have engaged a team led by Cooper, Robertson & Partners, architects acclaimed for their design and planning work at Battery Park City. We are also working closely with City agencies such as the Mayor's Office, the Department of Transportation, the Department of City Planning, the Landmarks Preservation Commission, the Art Commission, and Community Board No. 1. Our plan incorporates ideas laid out in the Lower Manhattan Pedestrianization Plan, completed in 1997 by the City's Departments of Transportation and City Planning.



**Map showing the three categories of Downtown's streets:** Broadway (red), grid streets (orange), and interior streets (gray). Grid Streets include: Battery Place, Beaver Street, Broad Street, Church Street, Fulton Street, Greenwich Street, Liberty Street, Murray Street, Nassau Street, Rector Street, State Street, Vesey Street, Wall Street, Water Street, West Broadway, West Street, Whitehall Street, and William Street.

### The Program

The Streetscape Program, building on Downtown's historic strengths, responds to the three categories of streets found in the district:

- **Broadway:** Downtown's one-of-a-kind Main Street
- **Grid Streets:** major routes that offer the best subway access, carry the most pedestrians and generally tie together the district's open space and waterfront
- **Interior Streets:** shorter, narrower and less trafficked than Broadway or the Grid Streets

The program will develop comprehensive treatments for:

- New wayfinding and traffic signs
- New "street furniture"
- Reconstruction of Broadway's sidewalks and curbs
- New street lighting for the district

### Downtown's Image Transformed

The resulting streetscape will help transform the image of Downtown from haphazard and neglected to welcoming and attractive. Downtown will become a more beautiful, more convenient, and less confusing place to live, work and visit. The new streetscape will communicate the spirit of Downtown as a place that combines the best of the city's past with the technological promise of its future.



## Our Approach

The Streetscape Plan will be implemented in three phases. Phases I and II will be completed in five years, followed by Phase III. The Alliance will work closely with property owners, businesses, residents and community groups to minimize disruption.

### Phase I

Year one, beginning winter 1998 – work undertaken throughout the entire Business Improvement District.

- Custom-designed trash baskets
- Wayfinding signage, including maps in each subway station
- New street name signs
- Revised and relocated traffic signs

### Phase II

Years two through five, construction beginning spring 2000 – rebuilding Broadway.

Work will focus on reconstructing Broadway, the spine of the district and the city's traditional ticker-tape parade route.

- New sidewalks
- New granite curbs with inscribed street names
- New bollards and bicycle bollards
- New street and pedestrian lighting
- Granite markers in the sidewalk with the names of ticker-tape parades

### Phase III

After year five, following the rebuilding of Broadway:

- Begin replacement of all old street-lights with new street and pedestrian lights, matching the designs used on Broadway
- Encourage new sidewalk and curb improvements on the Grid Streets, in conjunction with recommendations in the city's Pedestrianization Plan

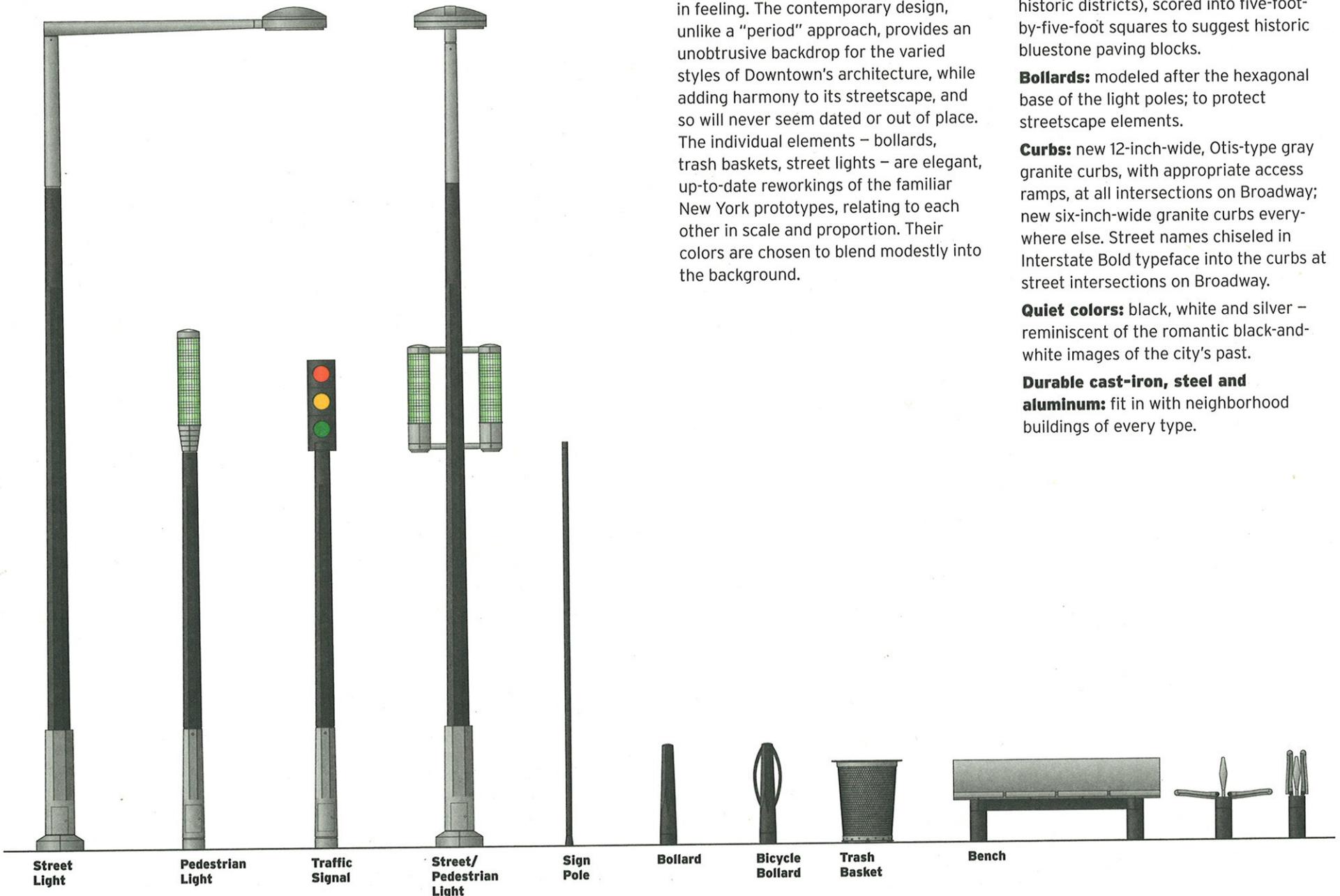
Throughout the life of the Streetscape Program, the Alliance will continue its supplementary programs assisting property owners and businesses (see phone numbers listed on the back of this brochure):

- **Storefront Improvement Program:** Subsidizes a portion of the cost of architectural design services and improvements to storefronts and signage
- **Façade Lighting Program:** Supplements funding available for exterior illumination of distinctive buildings
- **Seasonal Planting Program:** Assists property owners and businesses in designing seasonal plantings on their property
- **Trash Basket Program:** Enables property owners and storekeepers to sponsor the new trash baskets with engraved identification plaques
- **Bollard Program:** Enables property owners to purchase specially designed bollards for property protection and traffic control



**Broadway, before** (left), with the current streetscape clutter, **and after** (far left, digital rendering), with new paving and curbs, orderly procession of pedestrian light poles, and granite strips for the "Canyon of Heroes".

## Streetscape Design



### Concept

The program's design goal is a unified look, contemporary in style yet familiar in feeling. The contemporary design, unlike a "period" approach, provides an unobtrusive backdrop for the varied styles of Downtown's architecture, while adding harmony to its streetscape, and so will never seem dated or out of place. The individual elements – bollards, trash baskets, street lights – are elegant, up-to-date reworkings of the familiar New York prototypes, relating to each other in scale and proportion. Their colors are chosen to blend modestly into the background.

### Details

**Sidewalk paving:** dark gray colored concrete (often used in the city's historic districts), scored into five-foot-by-five-foot squares to suggest historic bluestone paving blocks.

**Bollards:** modeled after the hexagonal base of the light poles; to protect streetscape elements.

**Curbs:** new 12-inch-wide, Otis-type gray granite curbs, with appropriate access ramps, at all intersections on Broadway; new six-inch-wide granite curbs everywhere else. Street names chiseled in Interstate Bold typeface into the curbs at street intersections on Broadway.

**Quiet colors:** black, white and silver – reminiscent of the romantic black-and-white images of the city's past.

**Durable cast-iron, steel and aluminum:** fit in with neighborhood buildings of every type.

## Street Lighting

While current Downtown lighting is very bright, it is not evenly distributed, and creates patches of dark or poorly lit sidewalk. Because of the age of Downtown's infrastructure, this cannot be changed without reconfiguring the location of street and pedestrian lighting. Therefore, the introduction of new and improved street lighting is a major part of the Streetscape Program. The even distribution of the new lighting will bring the perception of safety and security of Downtown's streets in line with the reality that they are among the safest in New York. And their quality and design will offer a major improvement to Downtown's aesthetics.

### Tall street light replacement:

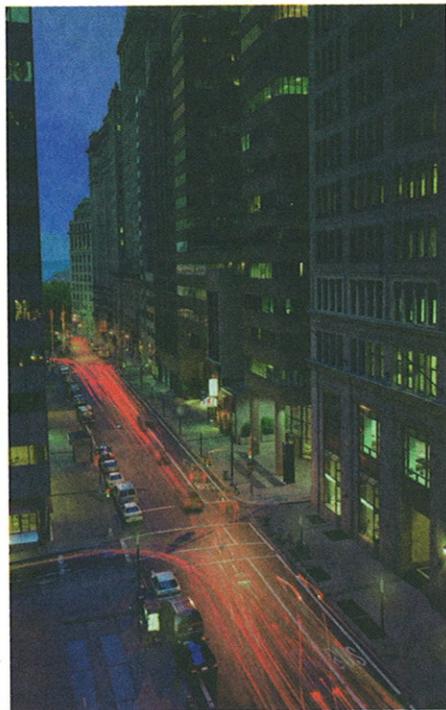
Every existing tall street light pole in the district will eventually be replaced. These will continue to provide the bulk of Downtown's street lighting.

**Addition of specially designed pedestrian lights:** We will add 320 new 14-foot-high light poles for pedestrians on Broadway and the Grid Streets. Shorter than the tall lights and placed more closely together, they will relate more comfortably to passersby, and create a clear hierarchy of major pathways through the whole district.

**Design:** The light fixtures will have black cylindrical poles with silver bases and arms. The bases will resemble the octagonal bases of existing lights.

**Light Source:** Both types of street light will use white light, which renders colors more naturally than the yellowish light of existing fixtures. The light source for the tall lights will be a conventional metal halide bulb, but the pedestrian

lights will use a new, long-life light source called "electrodeless induction" – like a fluorescent bulb in concept, but with color temperature close to that of an incandescent light.



**Redesigned Broadway** at night. A digital rendering shows enhanced lighting with new street and pedestrian poles.

## Street Furniture

An important piece of the Streetscape Program will be the installation of street furniture, designed to work together visually, and to bring order, elegance and calm to the streetscape. Simple and functional, they will match the contemporary look and black and silver color of the new street lights.

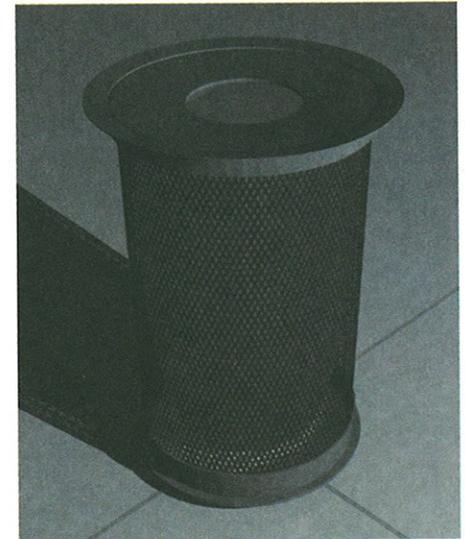
**Trash baskets:** to help keep the streets clean.

**Bollards:** to protect buildings, manage traffic, and improve pedestrian safety.

**Bicycle bollards:** to reduce the number of bicycles chained to sign poles and meters.

**Benches:** with fold-down seats.

Taken together, this family of street furniture will create cleaner, safer, and more orderly public spaces throughout Downtown.



**Trash baskets** (above). Custom-designed silver-colored trash baskets.

**New street furniture** (below, digital rendering), in silver and black colors. The bollards protect the fire hydrant. The specially designed spring-loaded benches fold down for seating, and spring up when not in use to keep the sidewalks clear.



## Celebrating Broadway as the "Canyon of Heroes"

The Downtown Alliance is making the reconstruction of Broadway a top priority, both because of its role as Downtown's "Main Street" and because of its extraordinary history as the route of New York's and the nation's unrivaled ticker-tape parades.

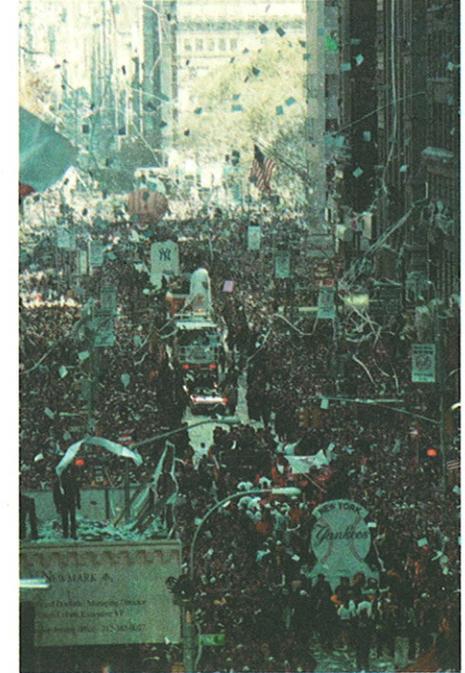
Part and parcel of Broadway's reconstruction will be its formal recreation as the "Canyon of Heroes," commemorating all the ticker-tape parades (176 to date) that have marched up Broadway, from the 1886 dedication of the Statue of Liberty to the 1998 celebration of John Glenn and the crew of the Shuttle Discovery. Along with Broadway's new curbs, pavement, and lighting, the Streetscape Program will install in the new sidewalks – from the building line to the curb – eight-inch-wide black granite strips set every 20 to 30 feet, marking the name and date of each historic parade, in stainless-steel letters 3 1/4" high. Blank strips will be included, to be filled in with the names of future celebrations.

Broadway's "Canyon of Heroes" will become a tourist attraction in its own right, drawing visitors along Broadway into the heart of Downtown, from Battery Park straight up to City Hall.



29 OCTOBER 1886 ★ DEDICATION OF THE STATUE OF LIBERTY

Granite strip



**Broadway ticker-tape parade** (above) honoring the 1996 Yankees World Series Championship.

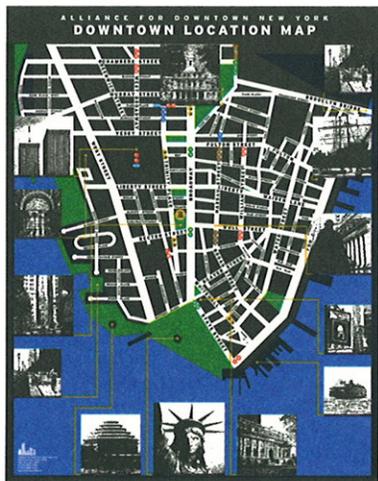
**Broadway as the "Canyon of Heroes"** (left, digital rendering) with granite strips commemorating all the ticker-tape parades from 1886 to date, including: the Centenary of Washington's inauguration (1889); the Prince of Wales (1919); the American Olympic athletes (1924); the transatlantic flight of Amelia Earhart Putnam (1932); the flight from New York City to Ireland by Douglas "Wrong Way" Corrigan (1938); the delegates to the first plenary session of the General Assembly of the United Nations (1946); Van Cliburn, the winner of the Moscow International Tchaikovsky Piano Competition (1958); Senator John F. Kennedy, the Democratic presidential nominee (1960), and President Dwight D. Eisenhower and Vice President Richard M. Nixon, the Republican presidential nominee (1960); John Glenn (1962, 1998); the New York Mets (1962, 1969, 1986); and the New York Yankees (1961, 1962, 1978, 1996, 1998).

## Finding Our Way Downtown

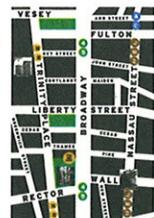
An entirely new signage system will be added to Downtown's existing street signs, to help visitors find their bearings and navigate the streets with confidence. Based on a set of photographic images of recognizable Downtown landmarks (the Statue of Liberty, the World Trade Center), the system will help orient pedestrians as they find their way from subway station to final destination.

### Subways

In each subway station, by the token booth, a Downtown Location Map will be posted, showing the Downtown street plan and introducing the thirteen Wayfinding photographic images. At street-level, by the subway stairs, wherever possible, Local Area Maps will highlight the sights and destinations in the immediate vicinity, and a compass rose in the sidewalk will mark directions.



District map



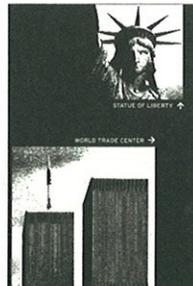
Detail map

### On the Streets

The Wayfinding images will be mounted on poles at Downtown's intersections. The bold, easy-to-spot, black-and-white signs will include the photo image, its title, and a directional arrow. There will be three types of signs for the three categories of streets: large Orientation Signs, using four images: City Hall (north), the Statue of Liberty (south), the South Street Seaport (east), and the World Trade Center (west); mid-size Destination signs, pointing the way to the nearest landmarks; and small Directional Signs, also pointing the way to the nearest landmarks.

### New Street Name Signs

The existing green-and-white street name signs will be replaced with new black-and-white street name signs. These will combine photo images representing specific areas of Downtown (e.g., Wall Street area signs will include an image of the New York Stock Exchange and Federal Hall), with the street name and the range of address numbers on the block. (The existing terra-cotta colored street signs marking officially designated historic districts will remain.)



Orientation sign



Street Name



Destination sign



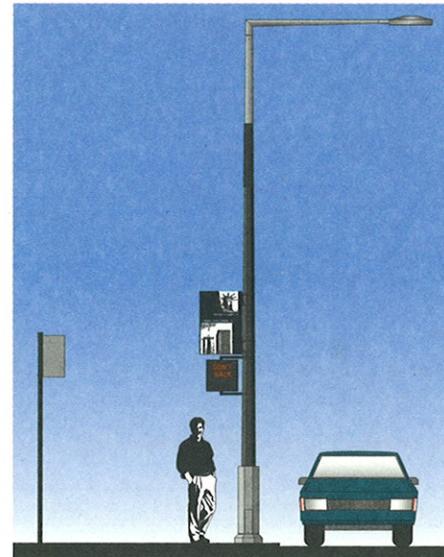
Directional sign



Compass

### Reducing the Clutter of Traffic Signs

In cooperation with the Department of Transportation, Downtown's existing traffic signs will be reorganized, simplified, and remounted on new round black sign poles, replacing the unattractive, perforated, green "drive rails" currently in use. Overall, the program aims to reduce the amount of signage on the streets.



## Plantings

The Downtown Alliance anticipates increasing the number of street trees planted in the district – they provide scale and shade for streets and sidewalks. We will, however, plant trees only if they can be placed directly in the ground. It is Alliance policy to avoid the use of pots or planters for street trees. Planters take up sidewalk space, pose impediments to pedestrians, generally lack appropriate maintenance, are unattractive in winter months, and historically have been unsuccessful in creating a sense of greenery on Downtown's streets.

Downtown's narrow streets and sidewalks, limited soil and sunlight, and high pedestrian volume unfortunately limit the possibilities for tree planting. The Streetscape Program will identify those locations appropriate for trees, including the areas listed in the Pedestrianization Study prepared by the Departments of Transportation and City Planning.

The Downtown Alliance encourages planters with seasonal floral displays in open plazas, private or public. We sponsor plantings in Bowling Green Park, Hanover Square Park, Liberty Plaza, and other public open spaces throughout the district.





The Alliance for Downtown New York, Inc. manages the Downtown-Lower Manhattan Business Improvement District (BID). The Downtown Alliance serves an area roughly from City Hall to the Battery, from the East River to West Street, for which it provides supplemental sanitation and security, economic development, street-scape and transportation improvements, marketing and enhanced tourist services.

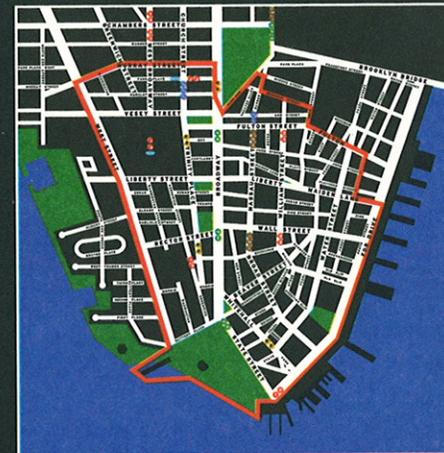
It is the mission of the Alliance for Downtown New York to create and promote a safe, clean, live-work, totally-wired community, which showcases the nation's most historic neighborhood and serves as the financial capital of the world for the 21st century.

**Alliance for Downtown New York, Inc.**  
**120 Broadway, Suite 3340**  
**New York, NY 10271**  
**212 566 6700 Fax 212 566 6707**  
**www.DowntownNY.com**

**Cover:** Broadway redesigned as the "Canyon of Heroes", with new pedestrian light poles, granite curbs and sidewalk paving, and new granite strips commemorating the ticker-tape parades (digital rendering).

#### **Board of Directors**

Robert R. Douglass Milbank, Tweed, Hadley & McCloy;  
Chairman, Alliance for Downtown New York, Inc.  
Elizabeth H. Berger Tenant Representative  
Maria Campbell Trinity Church Corporation  
Anne Compocchia Chairperson, Manhattan Community Board No. 1  
Jill M. Considine The Depository Trust Co.  
John G. Daniello J.P. Morgan & Co. Inc.  
Jon Diamond NZK, Inc.  
K. Thomas Elghanayan Rockrose Development Corporation  
Richard J. Eyre III AIG Realty Corporation  
Joel Feigenbaum Century 21 Department Store  
Hon. C. Virginia Fields Manhattan Borough President  
Lloyd D. Frazier McDonald's/Frazier Foods  
Hon. Kathryn E. Freed City Councilmember  
Meyer S. Frucher World Financial Properties, Inc.  
James F. Gill Robinson Silverman Pearce Aronsohn & Berman  
Hon. Rudolph W. Giuliani Mayor, City of New York  
Tony Goldman Goldman Properties, Inc.  
Stanley Grayson Prudential Securities, Inc.  
Alan Griffith The Bank of New York  
Per Hellman Millenium Hilton Hotel  
Hon. Alan Hevesi Comptroller, City of New York  
Robert N. Jenkins MetLife-Real Estate Investments  
Richard T. Kennedy Cushman & Wakefield, Inc.  
Caleb D. Koeppel Koeppel Tener Real Estate Services, Inc.  
Joel Kopel William Barthman Jewelers  
Marlene G. Krammer Goldman, Sachs & Co.  
Stephen Lefkowitz Winthrop, Stimson, Putnam & Roberts  
Russell W. MacKechnie, Jr. Law Offices of Russell MacKechnie, Jr.  
Charles Maikish Chase Manhattan Corporation  
Bernard Mendik Mendik Company  
Joel H. Moser Moser & Moser LLP  
Cherrie Nanninga Port Authority of New York & New Jersey  
John Nutant Consolidated Edison Company of New York  
Raymond T. O'Keefe, Jr. Grubb & Ellis New York, Inc.  
Burton P. Resnick Jack Resnick & Sons, Inc.  
William Rudin Rudin Management Company  
Michael Skidmore Skidmore Associates, Inc.  
Hon. Deborah R. Weeks Acting Commissioner, NYC Department of Business Services  
Carl Weisbrod President, Alliance for Downtown New York, Inc.  
Steven C. Witkoff The Witkoff Group



#### **Streetscape Consultants**

Architects and Urban Designers:  
Cooper, Robertson & Partners

Landscape Architects:  
Quennell Rothschild & Partners

Engineers: Vollmer Associates

Graphic Designers: Pentagram

Lighting Designers:  
Caribiner International Inc.

#### **Alliance for Downtown New York Streetscape Program Information**

General Streetscape Program  
Information: 212 835 2793

Storefront Improvement Program:  
212 835 7741

Façade Lighting Program: 212 835 2758

Seasonal Planting Program:  
212 835 2758

Trash Basket Program: 212 835 2756

January 1999

Brochure design: Pentagram

Major photography: Peter Mauss/ESTO;  
Jock Pottle/ESTO

Additional photography: Dave Rentas  
(NY Post photo of ticker-tape parade)  
Digital renderings: 3dmedia

Writing: Anthony Robins  
Printing: Empire Graphics, Inc.

**General Information:**

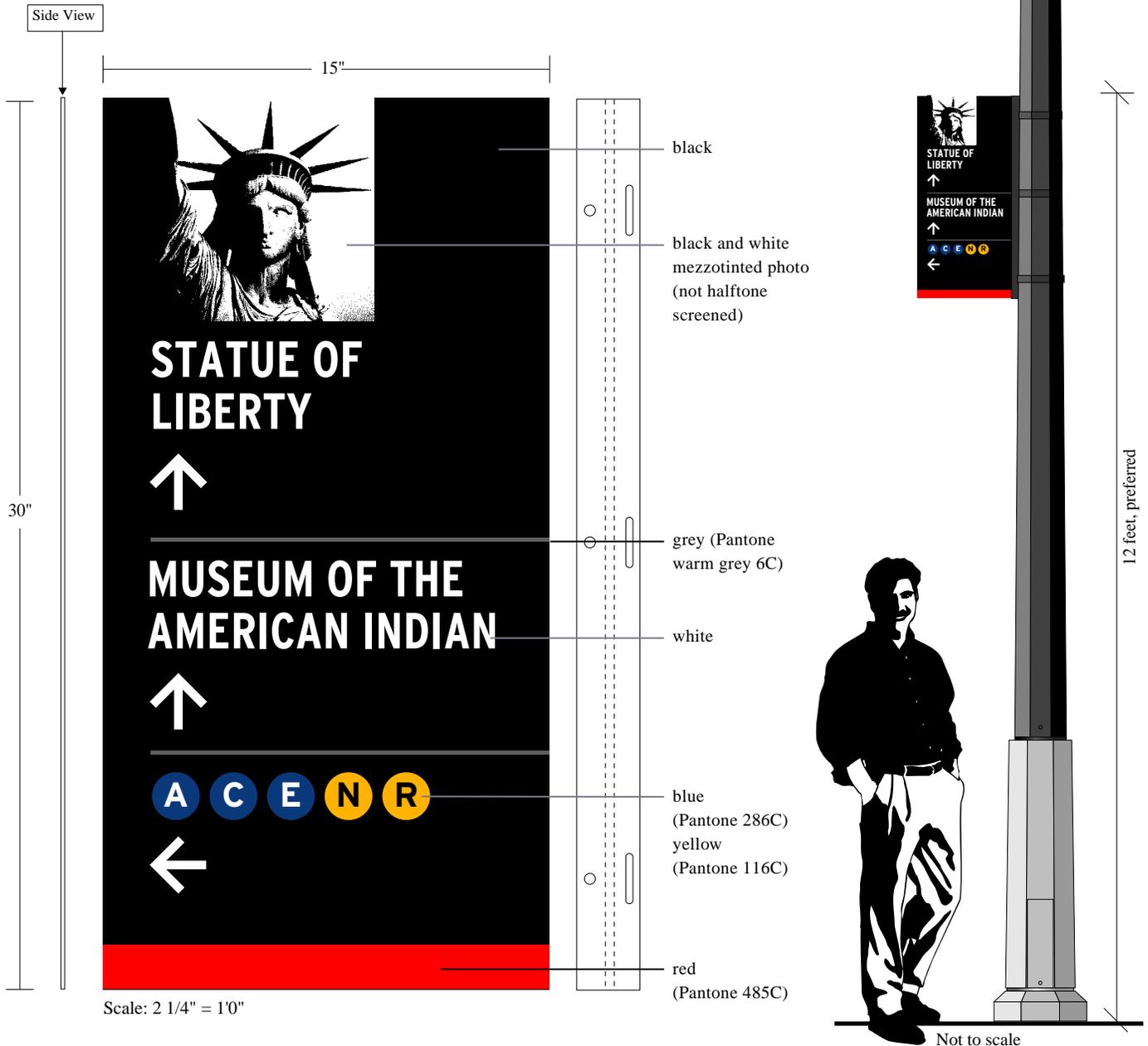
**Fabrication method:** Matan thermal digital imaging applied to 125 gauge aluminum, line art, up to 6 colors, black and white mezzotinted photo, two-sided (different art on each side).

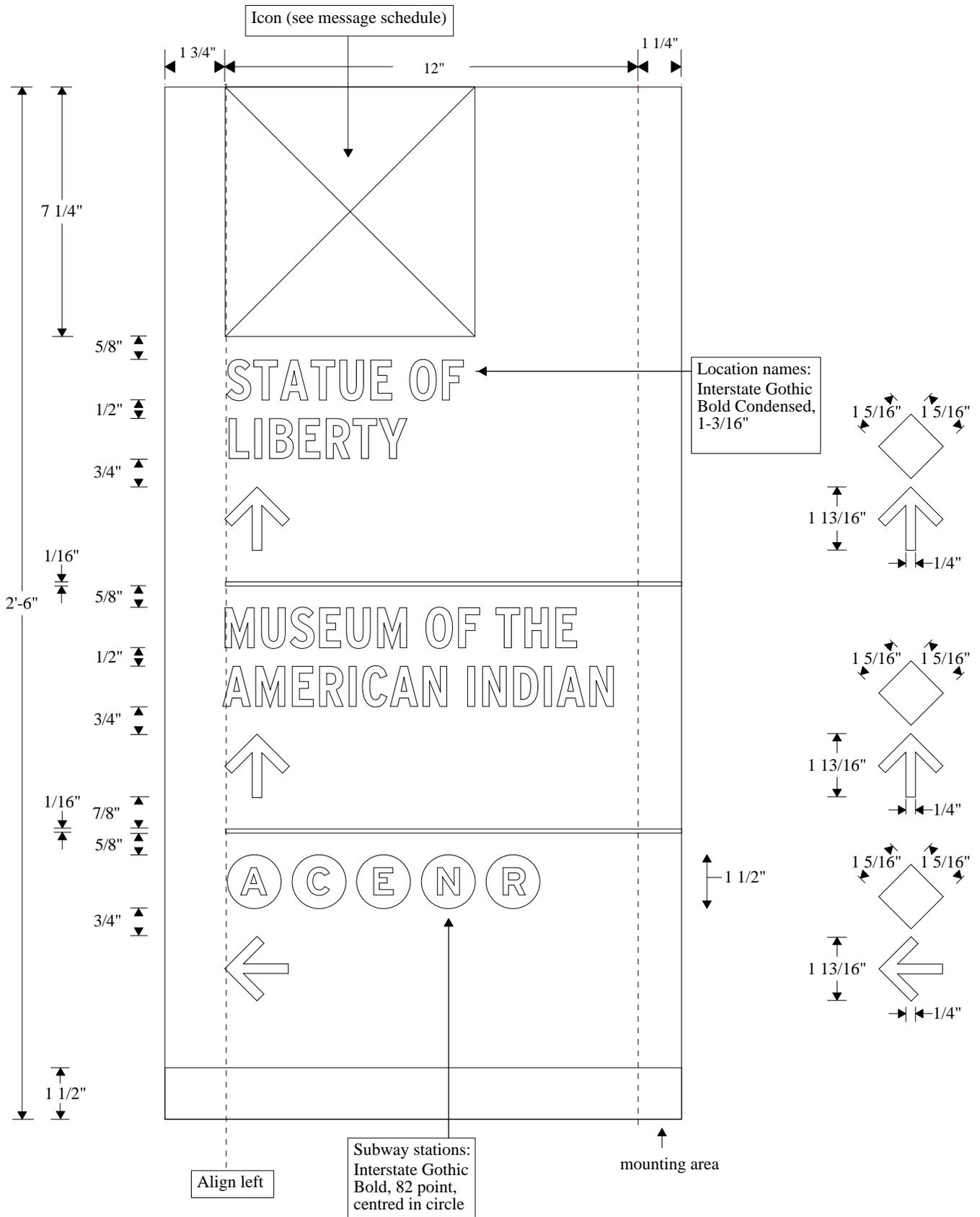
**Colors:** See below, other Pantone colors used for MTA subway symbols, not shown, are: red 485C (same color as stripe at bottom of each sign), green 355C, brown 154C.

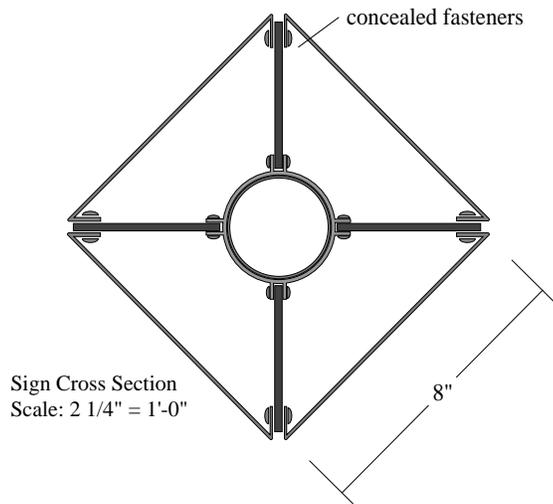
**Mounting:** Fabricator to flag-mount Wayfinding plaques on existing New York City street lamp poles. (Poles provided by others, not in scope). Wayfinding Plaques are attached to 30-inch high black aluminum wing bracket and 3 steel straps painted to match pole per Architect's specification.

Preferred height is 12 feet above ground, to be adjusted based on field conditions, as required. Existing signs on poles (e.g. traffic and parking regulations) are not to be moved.

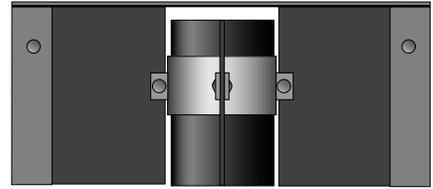
**Installation location:** Throughout lower Manhattan, per Location Plan attached.



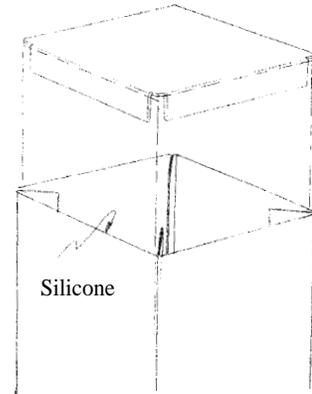




Sign Cross Section  
Scale: 2 1/4" = 1'-0"



Sign Section: Cap Detail with Pole Installation



**General Information:**

Four 8-inch wide x 35-inch high panels mounted as a "cube" around sign post. All corners and edges to be rounded and smooth.

**Cap:** Non-visible 1/8" thick aluminum flat cap attached to inside of sign cube with concealed fasteners. Flat cap with bent sides and rounded corners, painted to match black porcelain enamel, to fit inside column panels and adhered with silicone on the inside to all four sides. Adhesive not to be visible from outside.

**Bottom cap:** Non-visible aluminum cap attached to inside base of the column.

**Installation:** Steel pole with base mounts in sidewalk. Four panels attach to each other and to the pole with

Painted sign pole per Architect's specification, refer to Sign Pole, Base, and Cap Spec. drawing construction details.

Painted sign pole base per Architect's specification, refer to Sign Pole, Base, and Cap Spec. drawings for details.



Scale: 1" = 1'-0"

