



# Chinatown Connections

NYC/EDC



CCWG # 6 – 2/19/2025

# Agenda

## Chinatown Connection Working Group Meeting #6: February 19, 2025

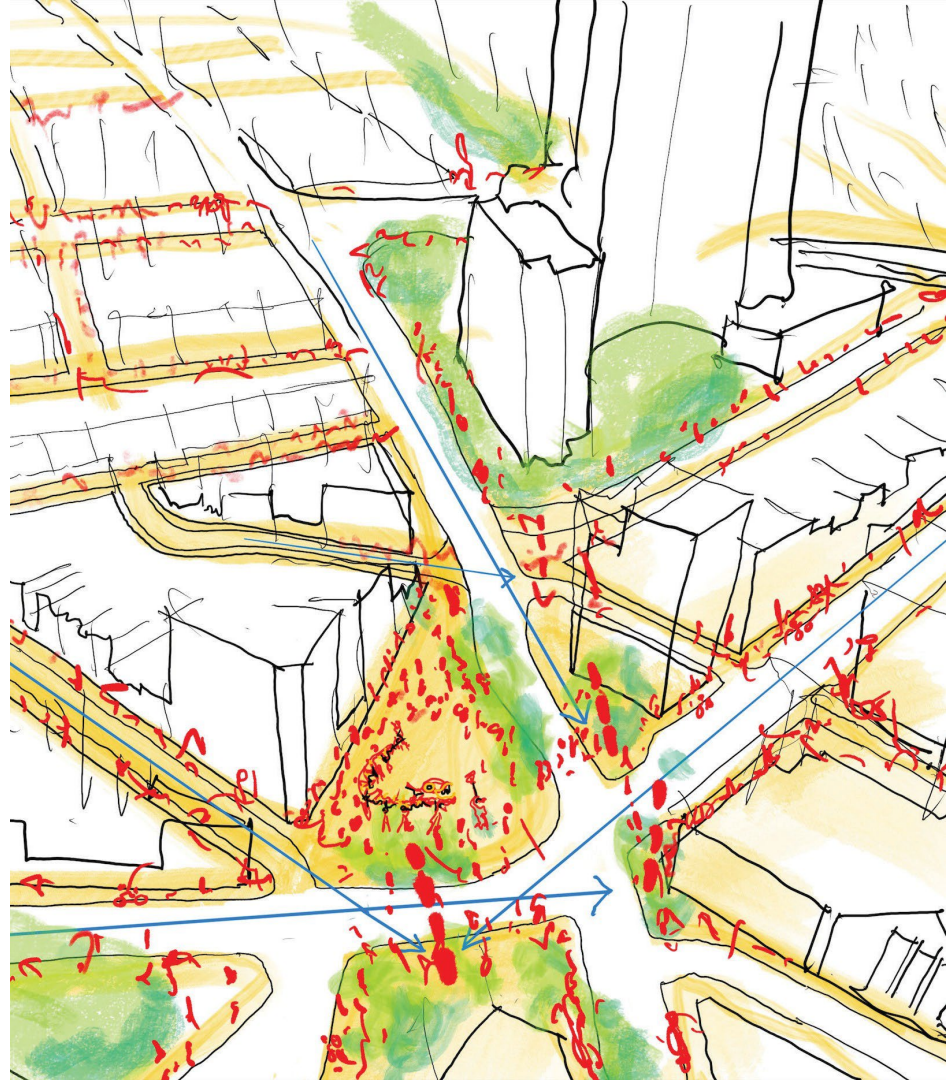
- Introduction to Marvel and Kimlau Square Redesign – **30 min**
- Engagement Next Steps and Upcoming Public Workshop Overview – **15 min**
- Park Row \$4m Updates and Next Steps – **15 min**
- Additional Discussion + Q&A – **30 min**

# Introduction to Marvel and Kimlau Square Redesign



# CHINATOWN CONNECTIONS

CCWG MEETING #6  
DESIGN TEAM  
INTRODUCTION  
02.19.2025





# AGENDA:

## **01. TEAM INTRODUCTIONS** (ALL)

- 01. Design Team
- 02. Team Structure

## **02. MARVEL VALUES**

## **03. PROJECT OVERVIEW**

- 01. Project Overview
- 02. Project Goals
- 03. Project Approach

## **04. PROJECT SCHEDULE**

- 01. High-Level Overview
- 02. Critical Items & First Tasks
- 03. Upcoming Meetings

# ABOUT MARVEL

## DISCIPLINES

- Landscape Architecture
- Urban Design & Planning
- Community Engagement
- Architecture
- Interior Design
- Graphic Design

## OFFICE LOCATIONS

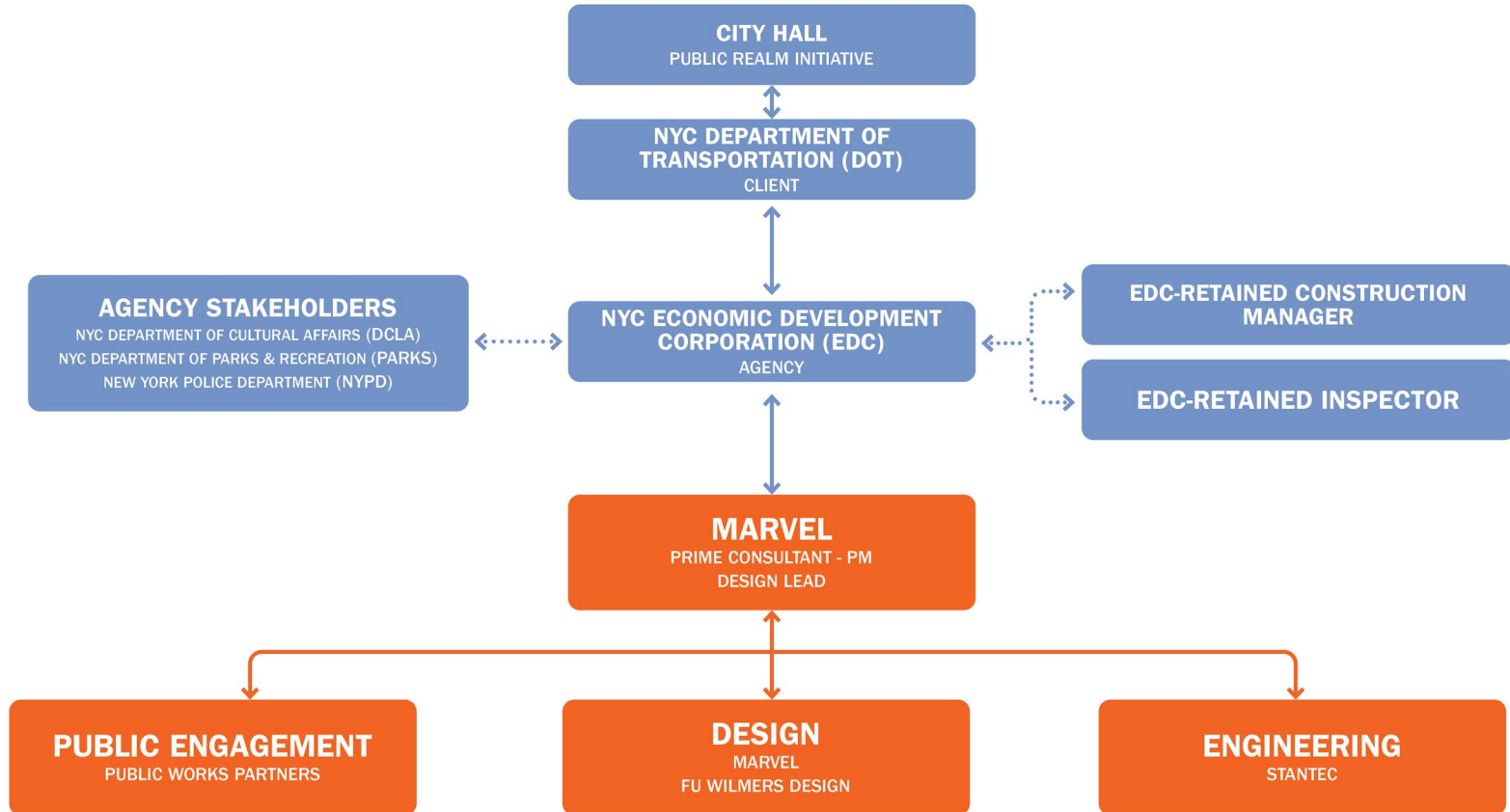
New York, San Juan,  
Richmond, Barcelona

## SPECIALTIES

Large-scale,  
complex urban environments,  
community-led design

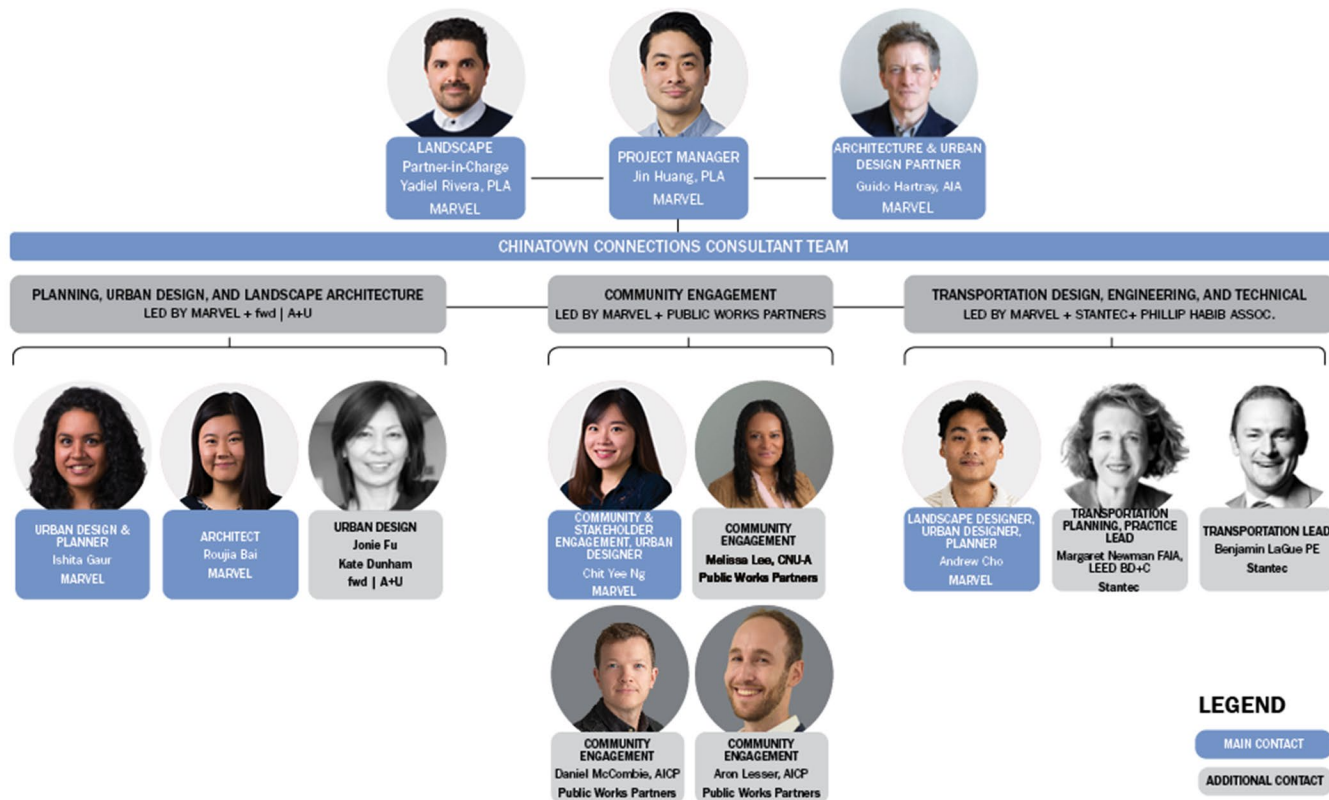


## TEAM ORGANIZATIONAL CHART





## CONSULTANT TEAM ORGANIZATIONAL CHART





# **MARVEL DESIGN VALUES**

# COMMUNITY CENTERED DESIGN

CO-CREATE WITH COMMUNITY TO ADDRESS LOCAL NEEDS AND WISHES,  
AS DONE FOR CAMPOS PLAZA II REDESIGN.





## **ESTABLISH CLEAR CIRCULATION FOR ALL**

*ENSURE SAFETY AND ACCESSIBILITY FOR PEDESTRIANS, BICYCLISTS, BUSES, AND VEHICLES, AS DONE FOR UNION SQUARE VISION PLAN.*





# SUPPORT NEEDS OF THE COMMUNITY AND LOCAL ECONOMY

*ACTIVATING THE PUBLIC REALM LEADS TO IMPROVED ECONOMIC ACTIVITY AMONGST LOCAL BUSINESSES, AS SHOWN HERE IN THE UNION SQUARE VISIONING PLAN.*





# DESIGN FOR RESILIENCY AND SUSTAINABILITY

*INCORPORATE DESIGN SOLUTIONS THAT ENSURE LONG-TERM ENVIRONMENTAL SUSTAINABILITY  
AND RESILIENCY, AS DONE AT BRONX POINT*





# TURN COMPLEXITIES INTO OPPORTUNITIES

*TRANSFORM A COMMONLY USED DEFENSIVE URBAN ELEMENT LIKE BOLLARDS INTO AN OPPORTUNITY FOR SOCIAL SEATING, AS DONE IN THE FINANCIAL DISTRICT STREETSCAPES PROJECT*







## **BOLSTER NEIGHBORHOOD IDENTITY AND CULTURE**

*STRENGTHEN THE NEIGHBORHOOD'S IDENTITY AND CULTURE BY FOSTERING INCLUSIVE ENGAGEMENT THAT EMBRACES DIVERSE TRADITIONS, LANGUAGES, AND COMMUNITY PARTICIPATION, AS DONE IN NORRIS SQUARE PARK*

# **KIMLAU SQUARE REDESIGN**



A wide-angle photograph of a busy street in Chinatown, New York City. The street is filled with pedestrians, cars, and bicycles. On the left, there are red brick buildings with fire escapes and a shop with a green awning. On the right, there are more brick buildings with various signs, including one for 'MOTT STRE' and another for 'BAYARD'. Large, ornate metal lanterns hang from the streetlights. A large orange semi-transparent box with white text is centered over the image.

**CHINATOWN IS A GATHERING PLACE OF  
DIFFERENT PEOPLE, HISTORIES, AND  
COMMUNITIES**



# THE SITE ITSELF IS A GATEWAY AND A CONVERGENCE OF NEIGHBORHOODS





A group of people, mostly women, are practicing Tai Chi in a public square. They are wearing face masks and are in various poses, some with arms raised. The square is paved with grey bricks. In the background, there is a large, classical building with many columns and arches. A tree with green leaves is in the foreground. A tall building with a billboard is visible in the distance. The billboard has text that reads "If you tolerate racism, delete. Libor."

**THE SITE IS UNIQUELY POSITIONED TO  
BECOME AN INTEGRAL PART OF THE  
COMMUNITY'S DAILY ACTIVITIES**



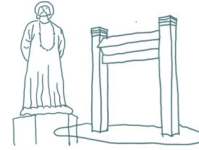


**WHILE REFLECTING THE NEEDS AND  
CELEBRATING THE DIVERSITY OF ITS  
RESIDENTS**

## PROJECT GOALS



**ENSURE SAFETY AND ACCESSIBILITY  
FOR PEDESTRIANS AND BICYCLISTS,  
CLEAR CIRCULATION FOR VEHICLES**



**HIGHLIGHT CULTURAL AND  
HISTORICAL SIGNIFICANCE OF  
CHINATOWN**



**IMPROVE QUALITY OF LIFE**



**BOLSTER NEIGHBORHOOD IDENTITY  
AND CULTURE**



**DESIGN WITH RESILIENCY & SUSTAINABILITY**



**REINFORCE THE AREA AS A  
GATEWAY TO CHINATOWN**



**SUPPORT NEEDS OF COMMUNITY  
AND LOCAL ECONOMY**

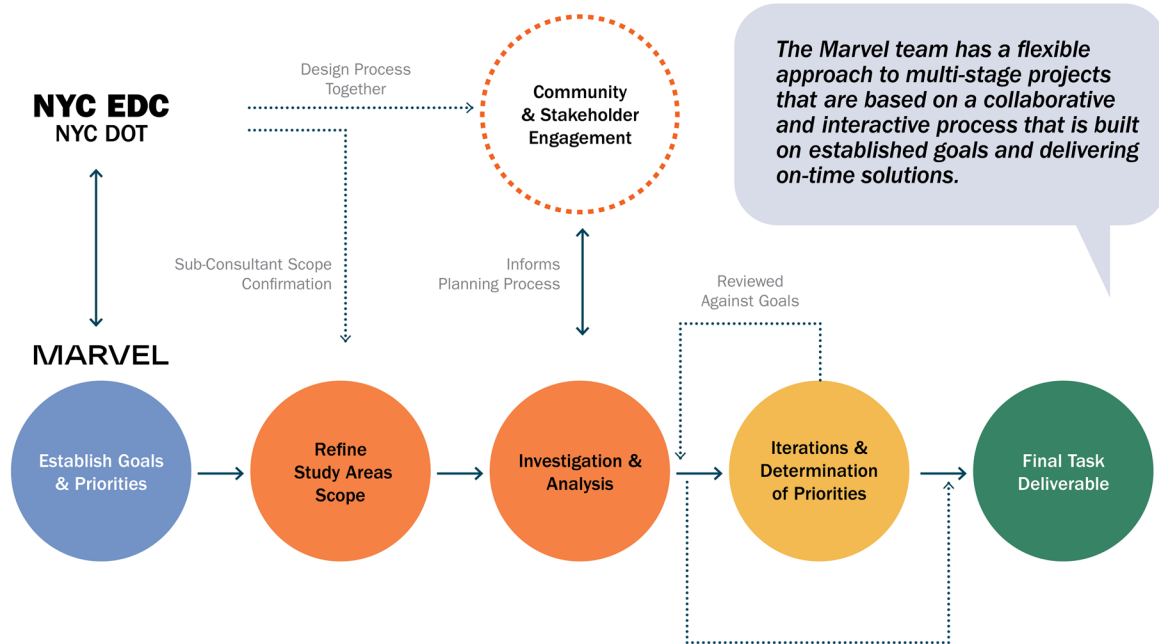


**SUPPORT CONNECTIONS WITH  
SURROUNDING COMMUNITIES**

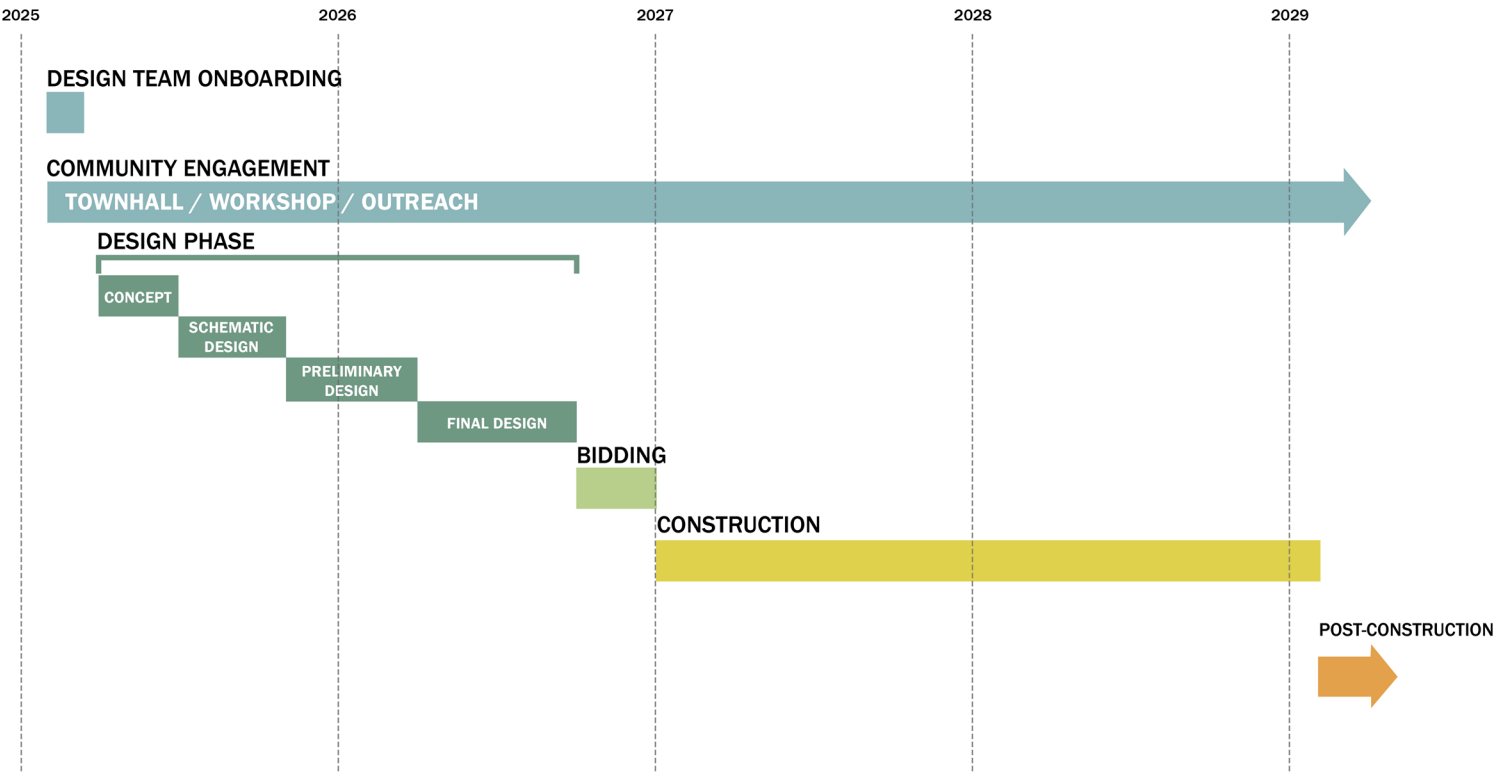


# **DESIGNING A SUCCESSFUL PROCESS**





# PROJECT SCHEDULE - OVERVIEW





## DESIGN TEAM ON-BOARDING: DATA GATHERING

### TASK 1: DATA GATHERING

- SITE INVESTIGATIONS
- SURVEYS
- STAKEHOLDER MEETINGS
- IDENTIFY KEY PERMITTING REQUIREMENTS, LONG-LEAD ITEMS

DRAFT SURVEY (S)

## COMMUNITY ENGAGEMENT OUTLOOK

### PROPOSED METHODS

#### Pre-design Transition

- CCWG MEETING
- SUBGROUP MEETING
- LISTENING SESSIONS
- PUBLIC OPEN HOUSE

#### Concept Design

- POP-UPS AND TABLING
- IDEA CHARETTES
- WALKING TOURS
- COMMUNITY WORKSHOPS AT SCHOOLS AND SENIOR CENTERS
- CONTINUED CCWG INVOLVEMENT

#### Schematic, Preliminary, Final Design

- STAKEHOLDER BRIEFINGS
- DESIGN PHASE UPDATES



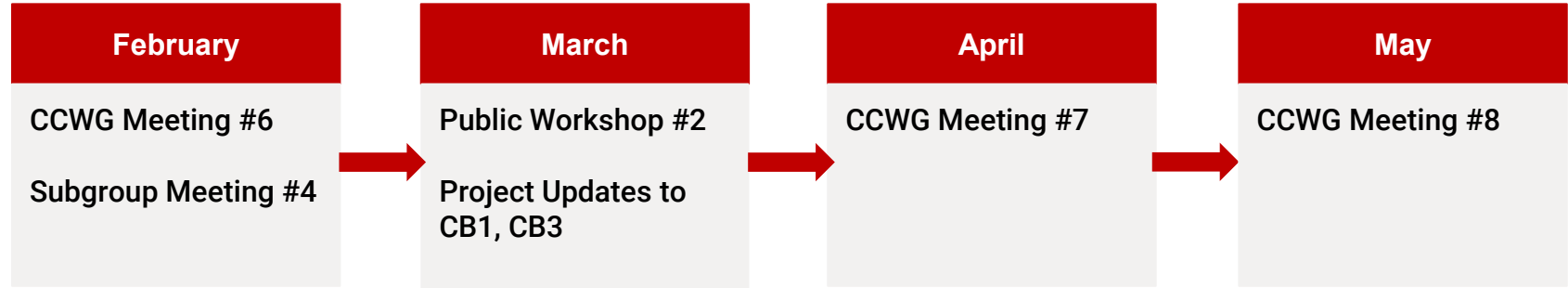


**THANK YOU!**

# Engagement Next Steps



# Upcoming Engagement in 2025



*We are looking for additional opportunities to present the project and solicit feedback at schools, senior centers, and other neighborhood and small business groups.*

*Please let us know what upcoming events make sense to do so.*

# Public Workshop #2

## Goals

- Introduce the Chinatown Connections Design team
- Preview timeline and 2025 engagement approach
- Share findings from public engagement to date
- Provide project updates on:
  - Kimlau Square
  - DOT Traffic Study
  - SIPs
- Provide project updates *and* solicit input on:
  - Welcome Gateway Design
  - Potential improvements on Park Row





# Public Workshop #2

## Format

- Open-house / drop-in with gallery boards
- Multiple opportunities for feedback
- Language accessibility

## Logistics

- Saturday 3/22 or 3/29
- P.S. 001 Alfred E. Smith Elementary School  
(8 Henry St, New York, NY 10038)
- 12pm to 2pm



# Discussion + Q&A

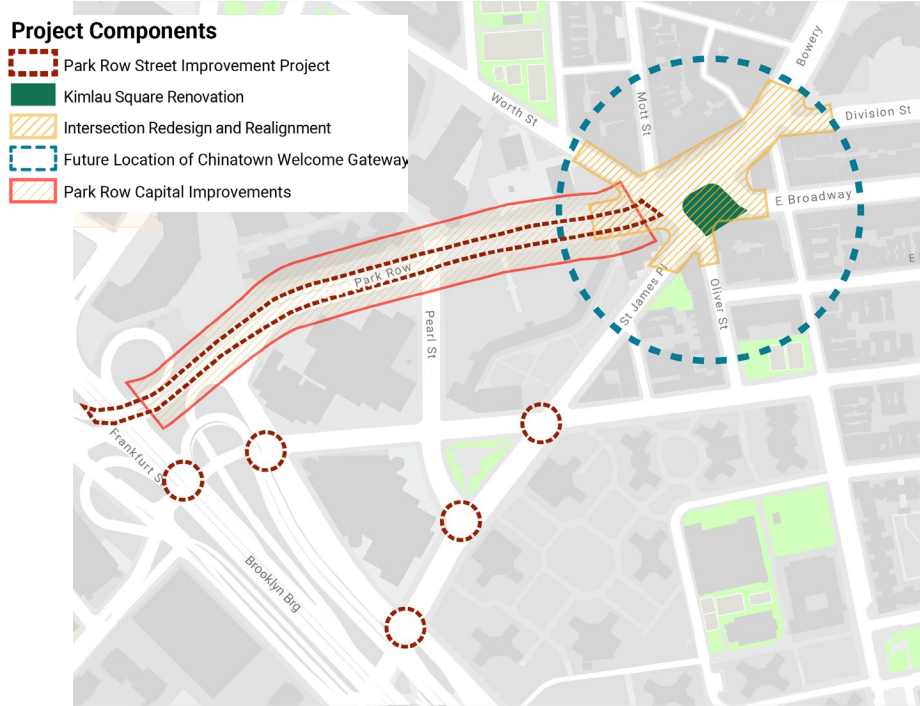
- What worked well during the last public workshop?
- What changes should we consider for the upcoming workshop?
- Are there any additional topics or activities you'd like to see in this next workshop?



# Park Row \$4m Updates and Next Steps

# Potential Improvements on Park Row

- All Park Row improvements to date have been funded using City Expense dollars.
- \$4M is not enough funding to initiate a capital project on Park Row.
- The City is moving forward with public **engagement** on potential Park Row improvements, starting with the public workshop in late March that the consultant team will lead.
- The City will consider the public feedback and assess how to best advance a future Park Row project with the \$4M in seed funding.





# Additional Discussion and Q&A

