

AGENDA

- 1. Project Overview**
- 2. Community Engagement Overview**
- 3. Public Space and Intersection Re-alignment**
- 4. Conceptual Approach**
- 5. Discussion**

About Marvel

DISCIPLINES

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

OFFICE LOCATIONS

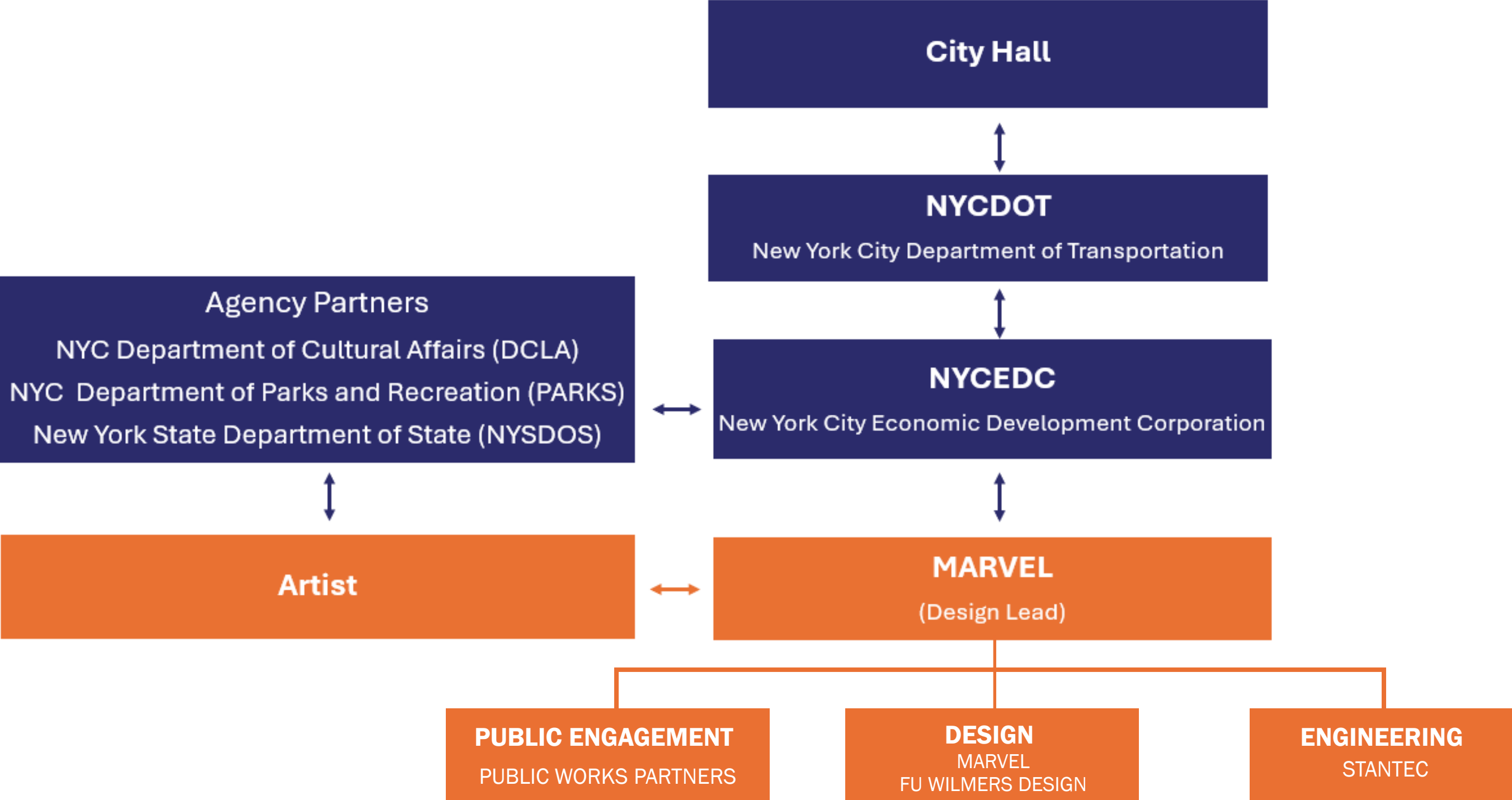
New York, San Juan,
Richmond, Barcelona

SPECIALTIES

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



Project Structure



Project Boundary



PROJECT BOUNDARY & DOT STREET REALIGNMENT

MEMORIAL ARCH AND LIN ZE XU STATUE
(NYC Parks)

KIMLAU SQUARE

PARK ROW

COMMUNITY ENGAGEMENT

The team conducted **19** engagement events across Chinatown from **March to June 2025**

Public Meeting

Community Stakeholders Walk-through

Pop-ups

- Kimlau Square #1, #2, #3
- Transfiguration Church
- Confucius Plaza
- Columbus Park
- Chinatown Supermarket

Tabling

- Smith Houses
- Gotham Park Block Party
- Chinatown Bid Pell Open Street
- 80th Anniversary Of The American Legion, Lt. B.R. Kimlau Chinese Memorial Post 1291
- E.E.E Festival

Senior Center

- CPC's Open Door Senior Center
- VHS Chinatown NNORC
- 100 Gold St.

Schools

- P.S. 124
- P.S. 130
- CPC Christie St. After-school Program



Out of 19 engagement events, we have done Walk-throughs with Community Stakeholders



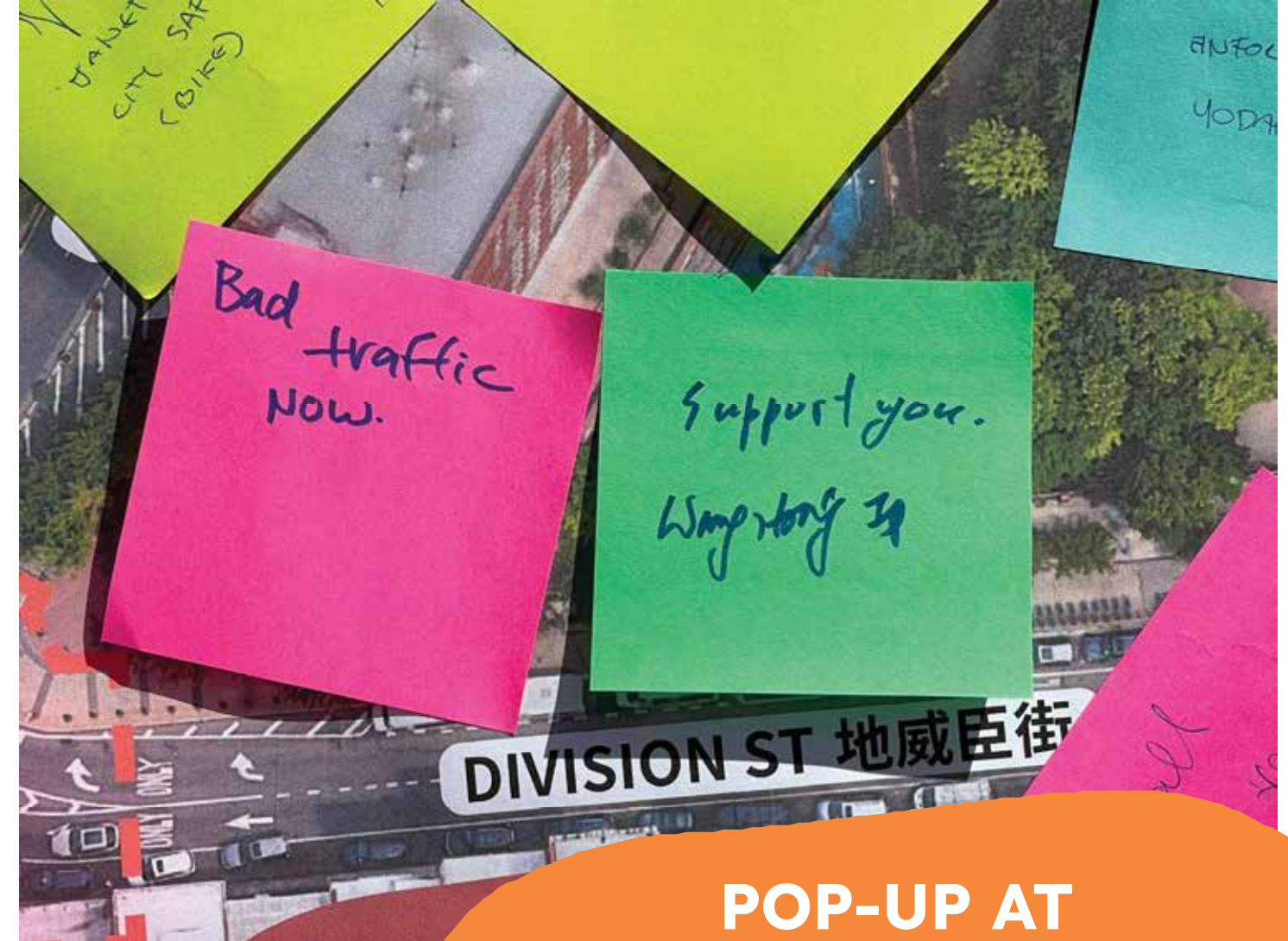
Out of 19 engagement events, we have done **7 Pop-up Events**



POP-UP AT KIMLAU SQUARE
社區參與 - 劉錦廣場

Out of 19 engagement events, we have done

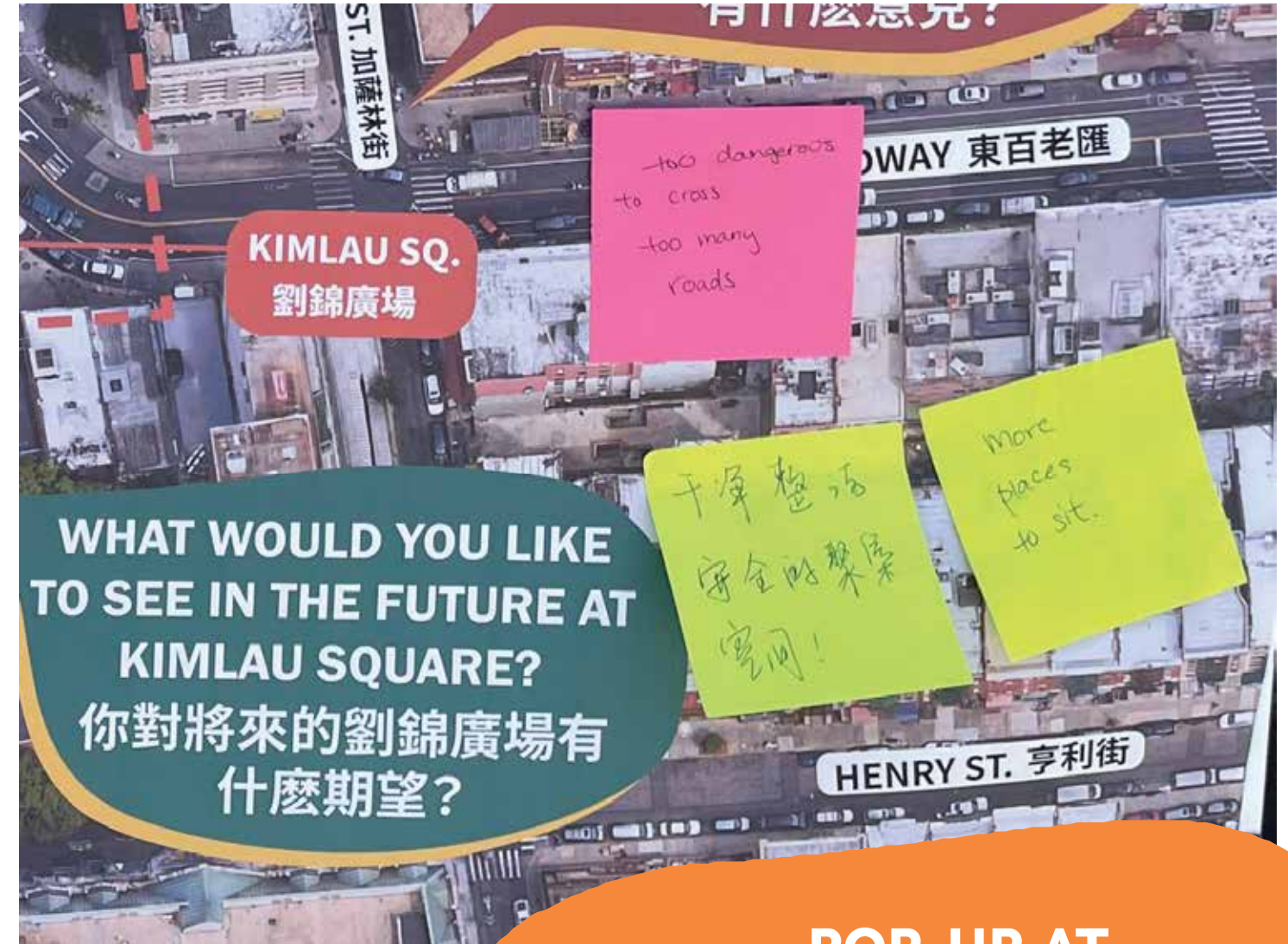
7 Pop-up Events



POP-UP AT COLUMBUS PARK
社區參與 - 哥倫佈公園

Out of 19 engagement events, we have done

7 Pop-up Events



**POP-UP AT
CHINATOWN SUPERMARKET
OF MANHATTAN
社區參與 - 新中華超市**

Out of 19 engagement events, we have done
3 Focus Engagement at Schools



**School Engagement at
PS130**

學童參與 - PS130



**School Engagement at
Christie St. After-school
Program**

學童參與 -
Christie St. 課後活動

Out of 19 engagement events, we have done
4 Tablings at Community Events



TABLING AT SMITH HOUSES
EARTH DAY EVENT
社區活動 - 地球日活動 -
史密斯大廈

Out of 19 engagement events, we have done 4 Tablings at Community Events



**TABLING AT GOTHAM
PARK BLOCK PARTY**

參與社區活動 -
哥譚公園社區街區派對

Out of 19 engagement events, we have done **3** Focus Engagement at Senior Centers



OPEN DOOR SENIOR CENTER
長者中心 - 人瑞中心



VHS NNORC SENIOR CENTER
長者中心 - 華埠退休居民社區服務

Launched Surveys filled both online and in-person, and received **148** responses



Chinatown Connections: Kimlau Square Engagement Survey

SHARE YOUR THOUGHTS ON THE REDESIGN OF KIMLAU SQUARE.

Chinatown Connections is a public realm improvement project designed to celebrate the cultural heritage of Manhattan's Chinatown, improve multimodal circulation in the area, and support local economic development. Alongside Beautifying Park Row and creating a Chinatown Welcome Gateway, reimagining Kimlau Square is a key investment to improve navigation and expand public space within the complex intersection.

Share your thoughts with us to help shape the future of Kimlau Square! This survey takes 5-10 minutes to complete. We appreciate your time and dedication.

(The New York City Economic Development Corporation (NYCEDC) is leading Chinatown Connections, in partnership with the New York City Department of Transportation (NYCDOT) and NYS Department of State (NYSDOS). NYCEDC has procured Marvel as the Design Team Project Lead for this project.)

cng.marvel@gmail.com [Switch account](#)

Not shared

* Indicates required question

如需要中文翻譯，請按以下鏈接：
https://docs.google.com/forms/d/e/1FAIpQLScHR_A8Vf5EKUGoj4MTMYXTWEyHvyRZwgbl4qJ_mioijzXONQ/viewform?usp=header

ZIP code *
(N/A, if not applicable)

Your answer

Who have we talked to

19 ENGAGEMENT EVENTS

Groups Engaged:

Community Members, Seniors, Children, Residents, Visitors, Elected Officials, People Working In The Area...

700+ PEOPLE ATTENDED

332+ WRITTEN COMMENTS

268 VOTES ON DESIGN ELEMENTS

148 SURVEY RESPONSES

What we've seen..

IT'S YOUR TIME TO BE A LANDSCAPE DESIGNER!
請你來做一次景觀設計師!

What type of activities you want to do on our new public plaza? How do YOU want to use it?

168.Govent

你想在廣場上做什麼?
你想在廣場上做什麼?
你想在廣場上做什麼?

Use scissors, gluesticks and colors to collage or paint the empty space on the right, to show everyone what kind of activities you want to do with your friends and family!

用剪刀、膠棒和彩筆來拼貼或者畫出你心中的廣場。向大家展示你和你的朋友、家人會如何使這個廣場空閒!

IN A REGULAR WEEKDAY AFTERNOON
在一個普通周中的午后.....

CHINATOWN CONNECTIONS | EDC MARVEL

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CHINATOWN CONNECTIONS | EDC MARVEL

OUR TIME TO BE A LANDSCAPE DESIGNER!
做一次景觀設計師!

What type of things you want to see there? Trees? Flowers? Games? Sculpture? Pavement? Chair and tables?...what else could it be?

你想在廣場上看到什麼?
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7 Mott

CHINATOWN CONNECTIONS | EDC MARVEL

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CHINATOWN CONNECTIONS | EDC MARVEL

I would like to share with you about what I think of the current Kinshu Square
我想和你分享對於金獅廣場 現狀的想法是:

And some changes I would like to see in the future Kinshu Square:
我希望在未來的金獅廣場能有什麼樣的設計和改變:

①改善廣場附近的複雜的交通
②確保行人的安全
③擴大廣場

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①盡一切擴大現有的公共空間
②最重要能確保行人的車輛的安全
③一定要保障廣場內清潔。

SIMON CHAN 陳振聲

For more info please visit
更多詳情請訪問
<https://chinatownconnections.org/>

MARVEL | EDC

SHARE YOUR THOUGHTS!

What we've heard.



WHAT DO YOU THINK OF THE EXISTING KIMLAU SQUARE?
你對現在的劉錦廣場有什麼意見?

WHAT WOULD YOU LIKE TO SEE IN THE FUTURE AT KIMLAU SQUARE?
你對將來劉錦廣場有什麼期望?

and many more...

SHARE YOUR THOUGHTS!

What we've heard..

Build a beautiful and clean space for minority groups. Ensure that the kids have a positive impression of Chinatown as they are growing up.

-Kimlau Square planting event

We need to get rid of these pigeons!
NNORC Senior Center

**No. 1 – Do everything possible to expand the public space.
No. 2 – Importantly, let's ensure pedestrian and vehicular safety.
No. 3 – Public space needs to be clean!**

-Postcards @ Open Door Senior Center

The new square needs to reflect and represent the culture of Chinese Americans when "East meets West".

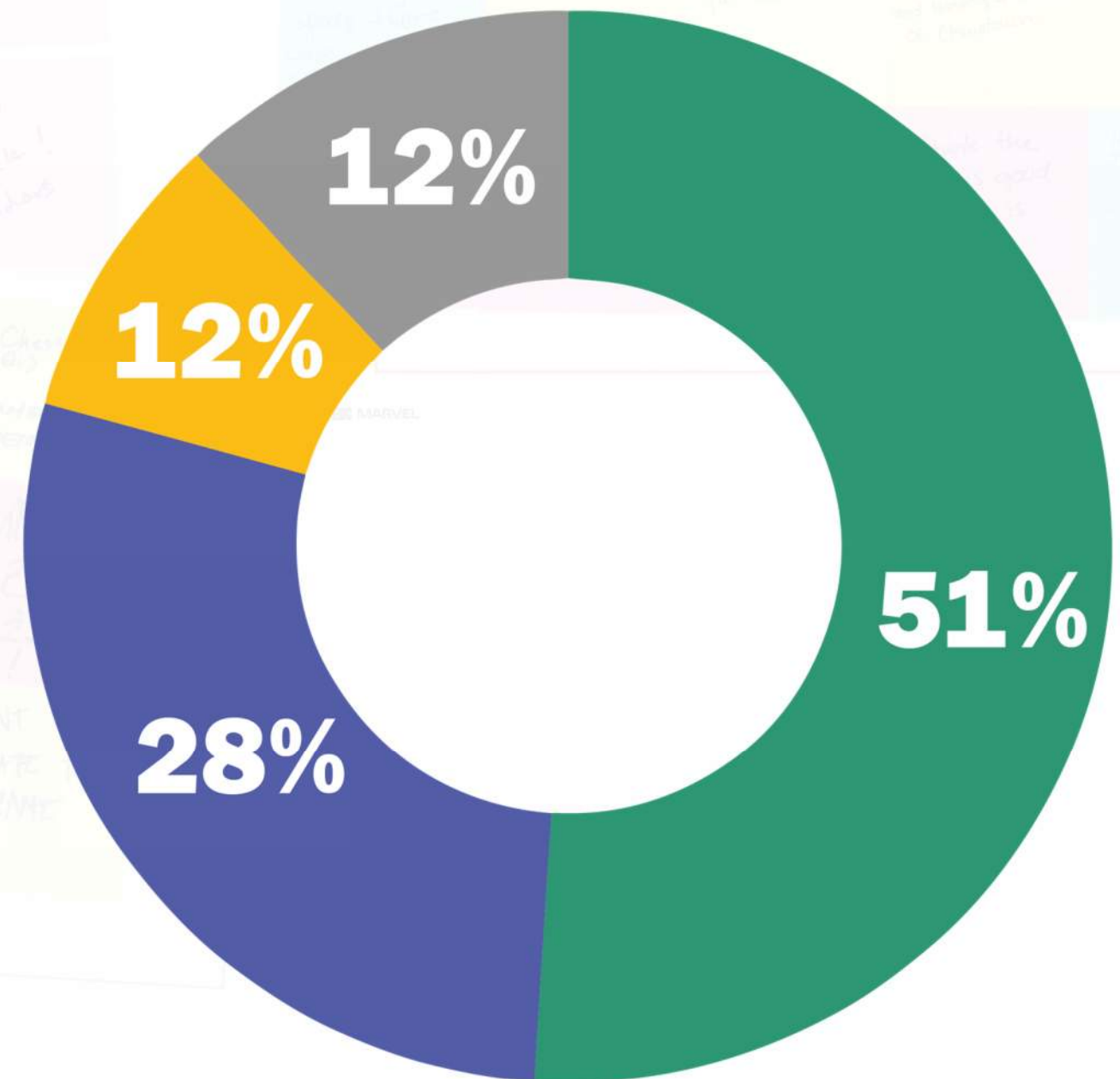
-Popup at the Confucius Plaza

We need a space for all different types of activities!

and many more...

An analysis of 332 written comments revealed four key themes that highlight Existing Conditions and Visions for Kimlau Square...

- DESIGN & LANDSCAPE
- CIRCULATION & CONNECTIVITY
- ART, CULTURE, PROGRAMMING
- GENERAL COMMENT



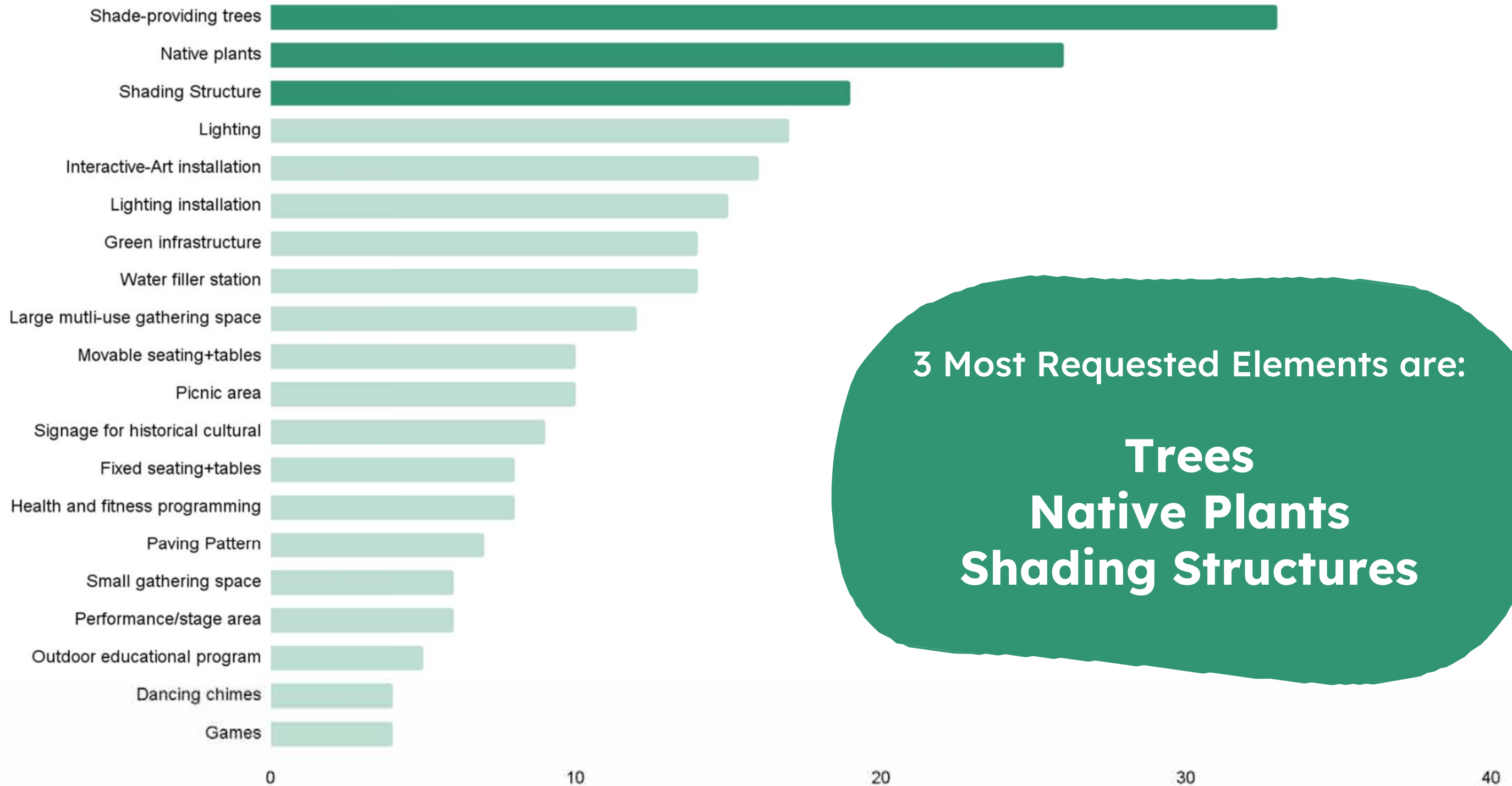
What We Have Heard

**IN THE FUTURE AT THE KIMLAU SQUARE,
I WOULD LIKE TO SEE/EXPERIENCE:**
未來在劉錦廣場,我想看到/體驗:

 LARGE MULTI-USE GATHERING SPACE 多用途集會空間	 SMALL GATHERING SPACE 小尺度聚集空間	 LIGHTING 燈光/照明	 LIGHTING INSTALLATION 燈光藝術裝置	 SHADING STRUCTURE 遮陽棚/架	 PAVING PATTERN 鋪地圖案設計	 GREEN INFRASTRUCTURE (RAIN GARDEN) 綠色設施(雨水花園)
 OUTDOOR EDUCATIONAL PROGRAM 戶外教學空間	 PERFORMANCE / STAGE AREA 舞臺·表演空間	 MOVABLE SEATING + TABLES 可移動桌椅	 DANCING CHIMES 地面鈴音裝置	 FIXED SEATING + TABLES 固定桌椅	 NATIVE PLANTS 原生植物	 SHADE-PROVIDING TREES 林蔭樹
 GAMES (E.G. CHESS / CARDS)	 INTERACTIVE ART INSTALLATION	 WATER FILLER STATION	 HEALTH AND FITNESS PROGRAMMING	 PICNIC AREA	 SIGNAGE FOR HISTORICAL CULTURAL INFORMATION	 OTHER Covered canopy (rain shelter)

Emerging Themes & Design Priority

Public space and Landscape

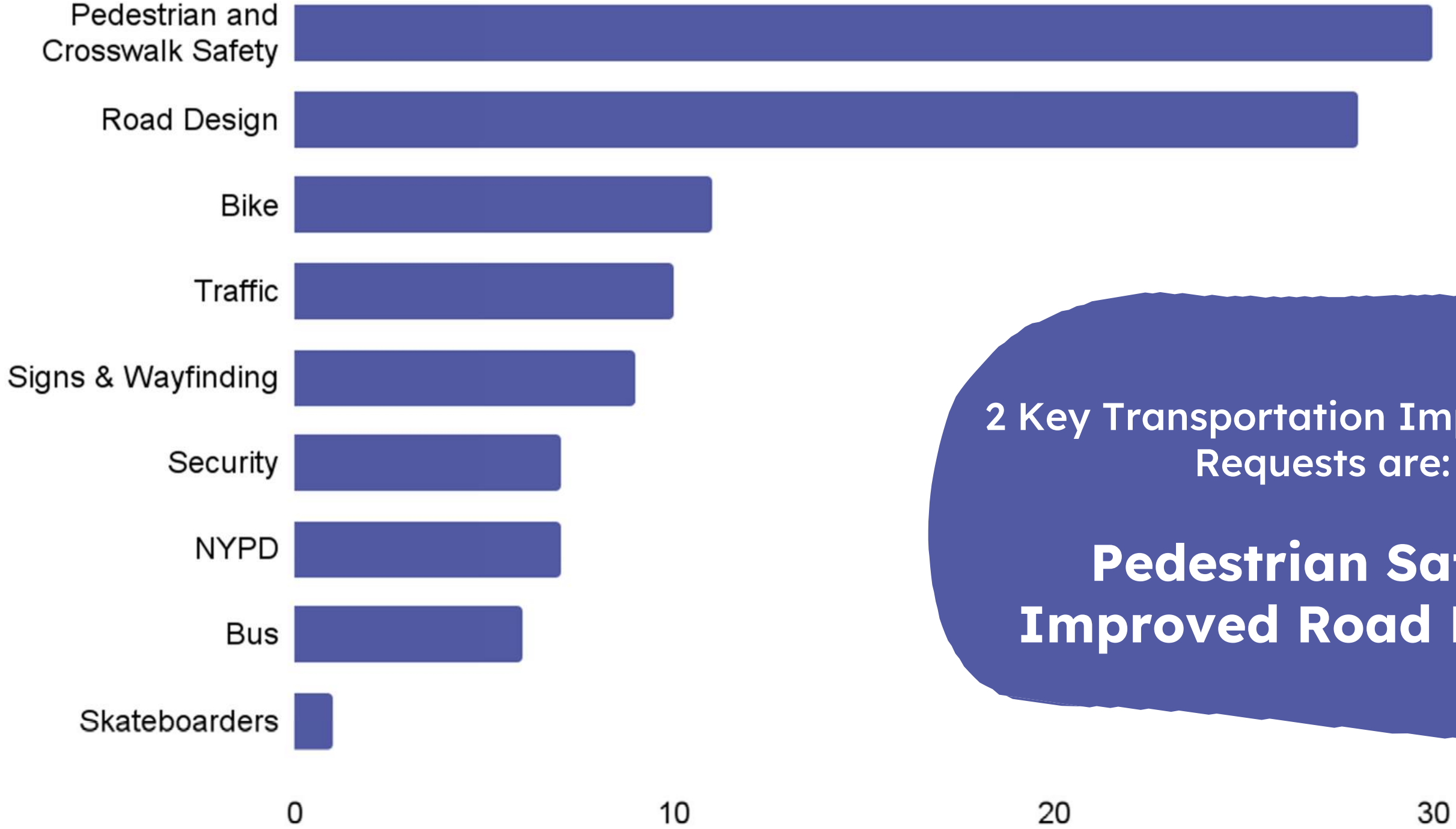


3 Most Requested Elements are:

Trees
Native Plants
Shading Structures

Emerging Themes & Design Priority

Safety and Connectivity



2 Key Transportation Improvement Requests are:
Pedestrian Safety
Improved Road Design

Community Visions

1

A PLACE TO GATHER

A green, shaded, and comfortable gathering place where mature trees, thoughtful amenities, and flexible spaces invite people of all ages to connect, rest, play, and celebrate together.

2

SAFE AND CONNECTED

A road design that improves pedestrian safety and neighborhood connectivity and that minimizes friction at key crossings to Kimlau Square.

3

CELEBRATE AND SHARE CULTURE

A space that respects and reflects the neighborhood's history and cultural context.

INCLUSIVE AND ADAPTABLE

An inclusive space that should be designed flexibly to accommodate many different types of programming, uses, and people.

Design Goals

The new public plaza will **serve as a gateway** to Chinatown, **expand the public space**, and **minimize conflicts between different modes of movement**.

Design Goals

Celebrate and Share Culture



Develop a cohesive design standard for the square to create a visually distinctive entrance to the neighborhood that highlights the existing memorials and statues and provide a location for a new gateway installation

A Place to Gather



Create a premier, expanded, and more functional open space for Chinatown to better accommodate the plethora cultural festivities and gatherings that occur in the neighborhood.

Safe and Connected



Simplify the existing travel patterns in the square to create a more typical intersection and ensure smoother, more direct connections for all roadway users

A Place to Gather

Expand the Public Space

Current: ~ 11,250 SF



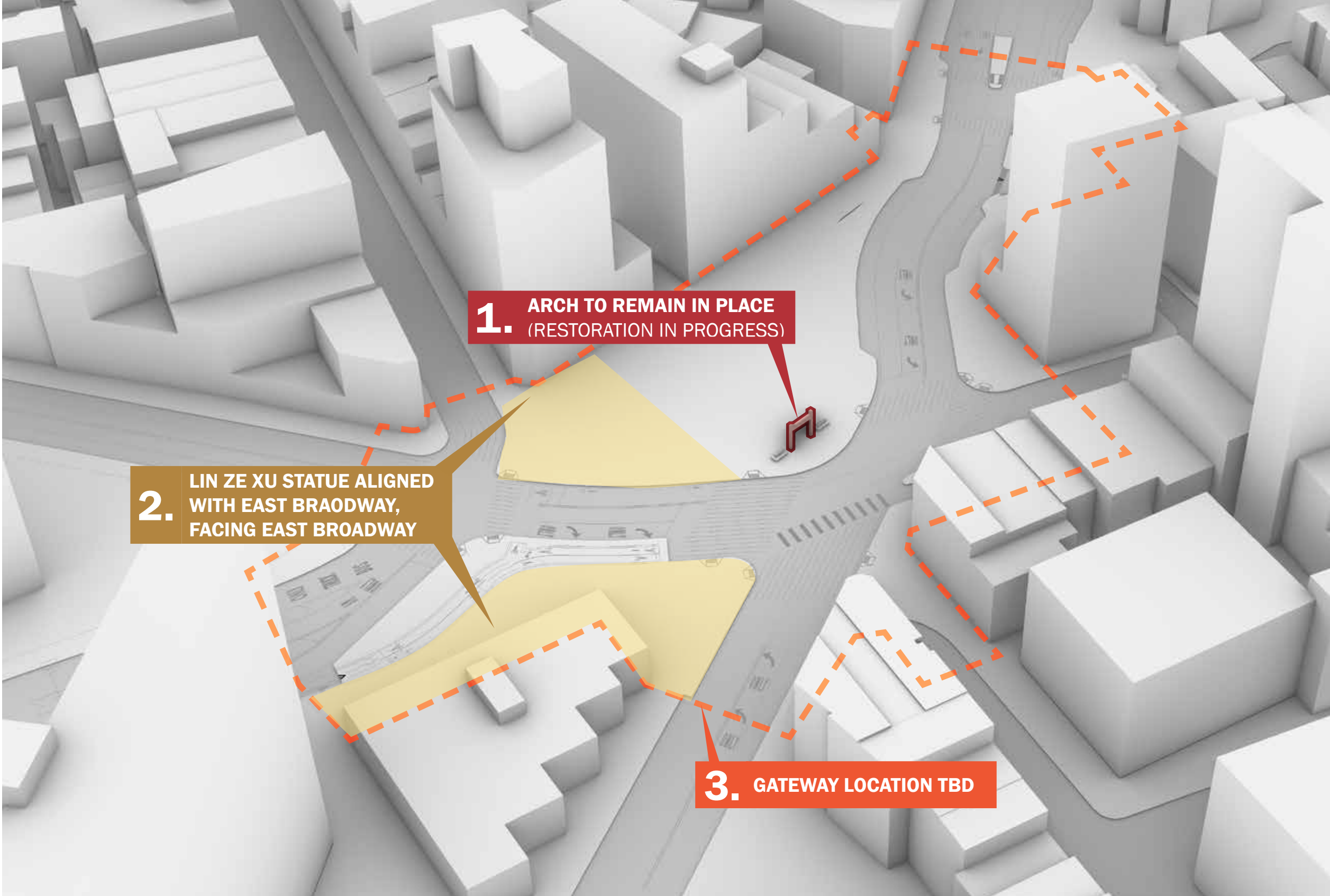
Proposed: ~ 27,700 SF

Enlarged x2.5



Celebrate and Share Culture

Embrace 3 Cultural Markers



Celebrate and Share Culture

Kimlau Memorial Arch Reconstruction

Updates:

Procurement is complete and construction is starting imminently

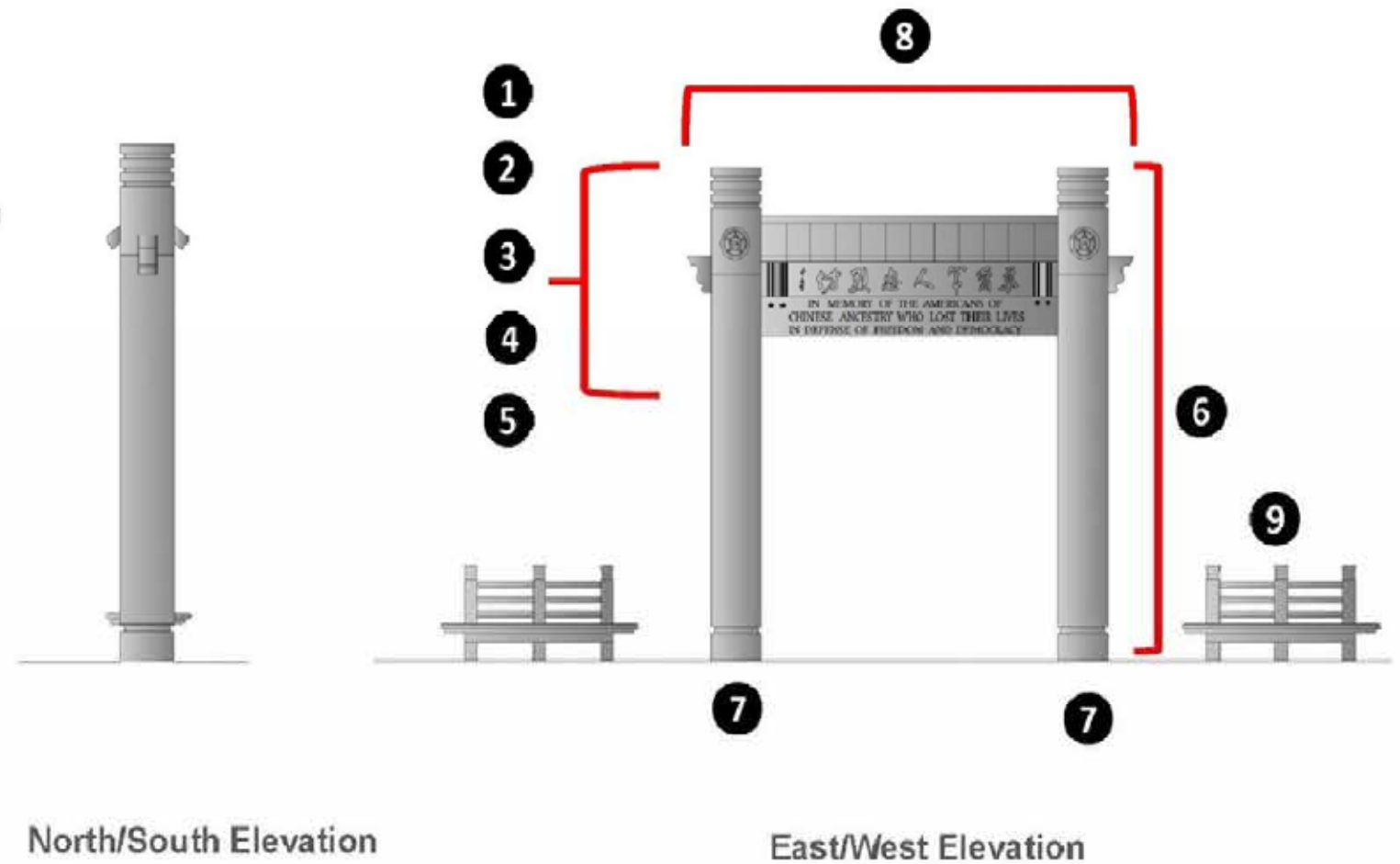
Construction duration is anticipated for 1 year (completion summer 2026).

Scope of work

Proposed Work Key

Work shown is typical for all elevations

1. Disassemble arch lintel/column connections and lintel roof stones.
2. Remove cracked portions of granite and hold for re-use or for modeling new replacement units
3. New and/or refurbished structural steel assembly and connections
4. New matching granite components or reinstall salvaged building fabric wherever possible
5. Rout and replace failed mortar joints
6. Chemically clean/wash entire structure
7. Footing/foundation stabilization as required
8. Install new bird deterrent apparatus along roof ridge, column tops and projecting side brackets.
9. Restore and chemically clean existing cast concrete benches



TENTATIVE construction fence boundary



Kimlau Memorial Arch Reconstruction
Kimlau Square | Borough of Manhattan



Celebrate and Share Culture

Lin Ze Xu Statue

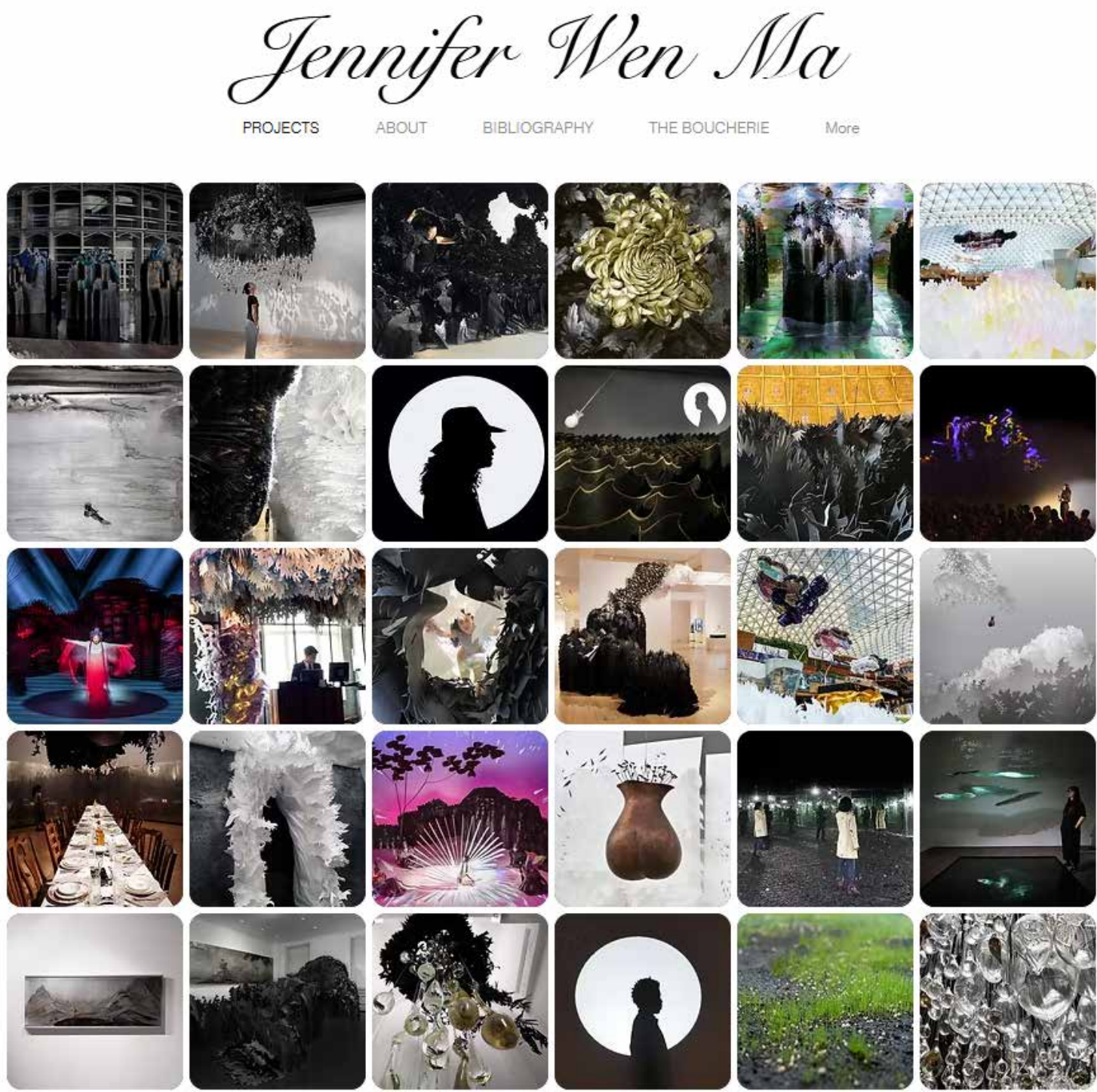


The location of the statue will be finalized with consensus from the Fujianese groups and leaders.

Celebrate and Share Culture Welcome Gateway Artist

Jennifer Wen Ma

Website: <https://www.littlemeat.net/>



Location options for the Welcome Gateway will be developed in coordination with several stakeholders including the artist, DOT, BID, etc..

A Place to Gather

Size Comparison - Bogardus Plaza

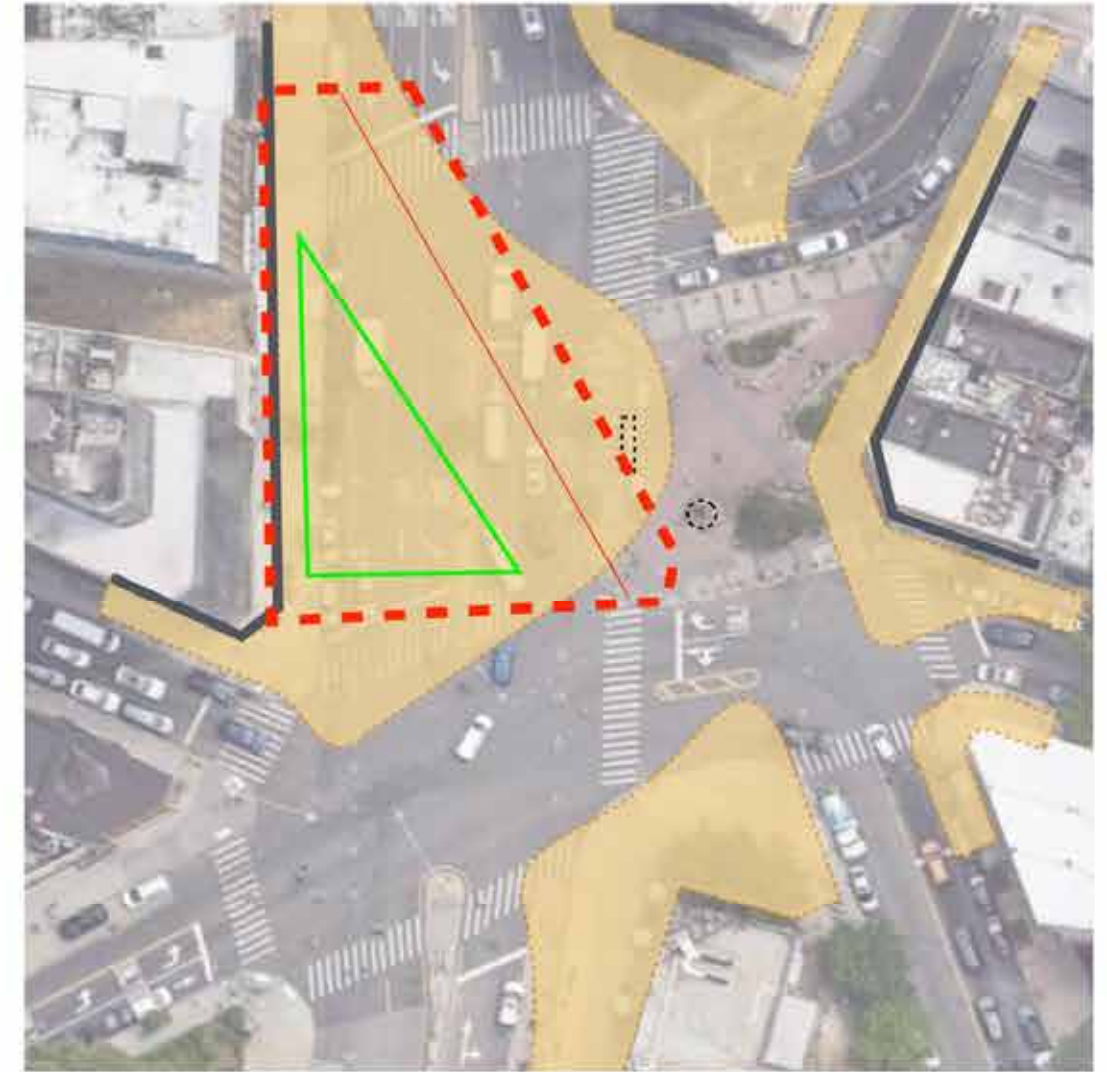
DOT PLAZA, BOGARDUS PLAZA, 5 Hudson St, New York, NY 10013



Bogardus Plaza



Proposed Kimlau Square



(Design to be determined with DOT traffic study and stakeholder input)

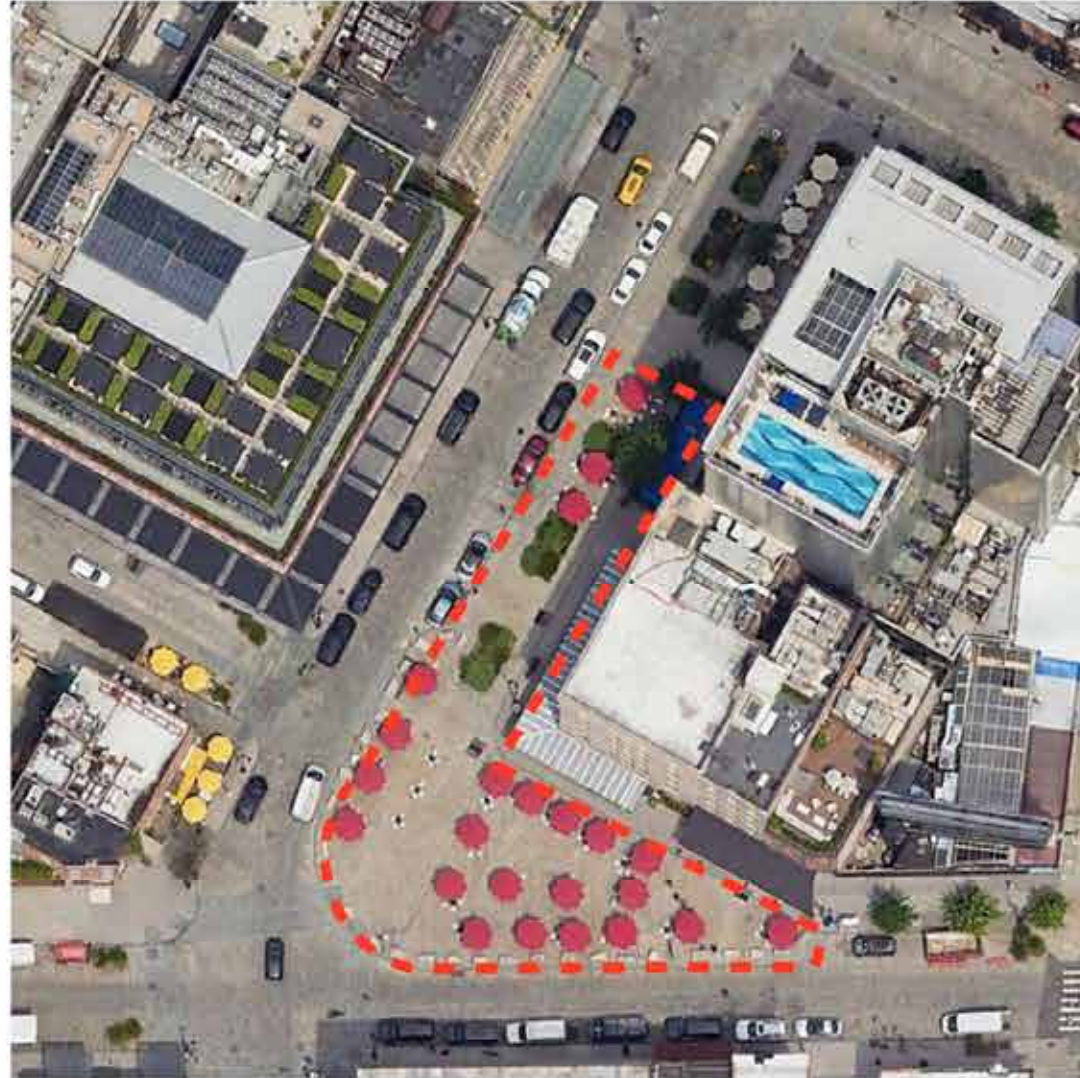
- ■ ■ ■ Plaza limits
- Limits of sidewalk
- Planting zone

A Place to Gather

Size Comparison - Gansevoort Plaza

DOT PLAZA, GANSEVOORT PLAZA, 38 Gansevoort St, New York, NY 10014

Gansevoort Plaza



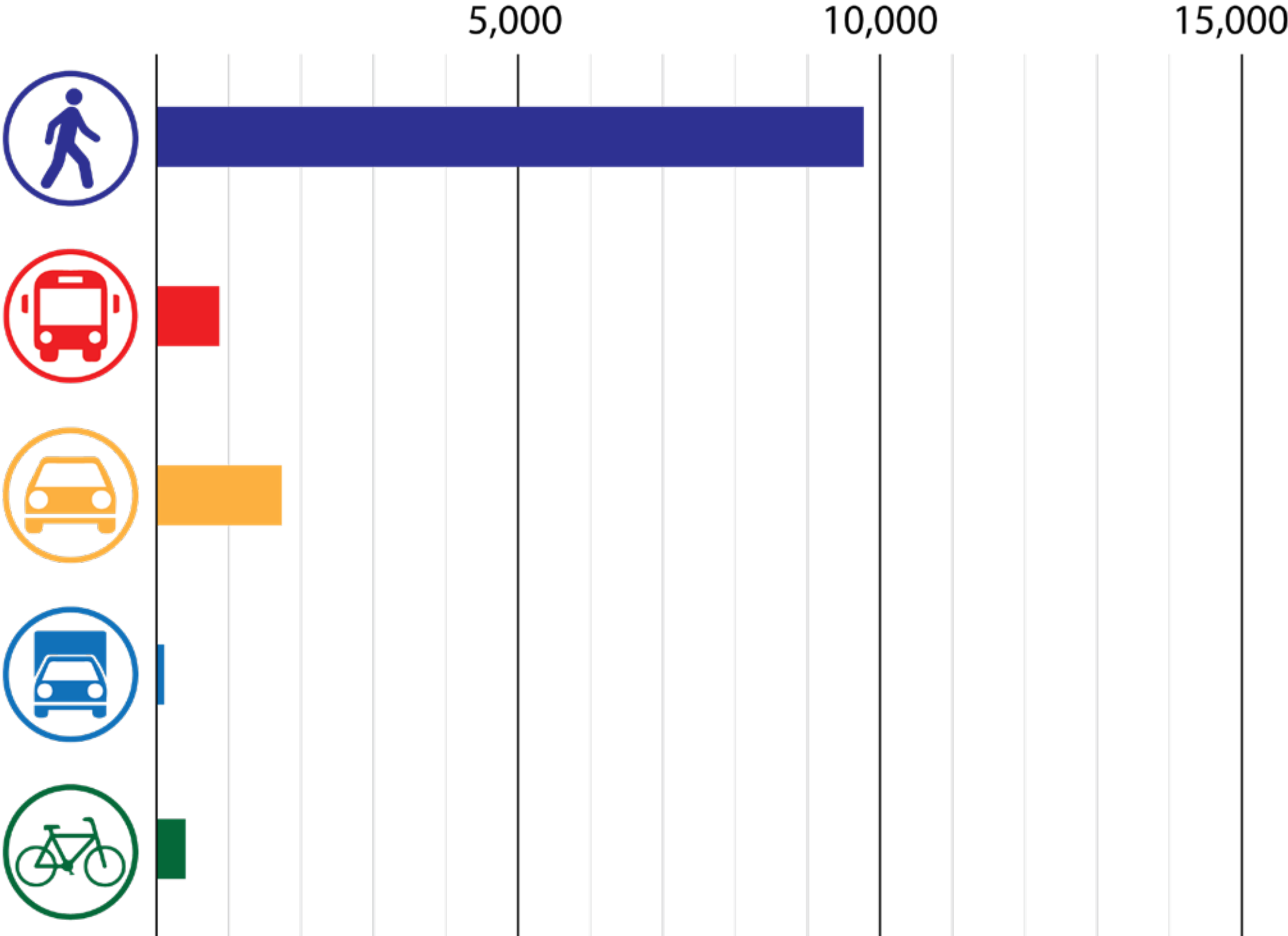
Proposed Kimlau Square



(Design to be determined with DOT traffic study and stakeholder input)

■ ■ ■ ■ ■ Plaza limits

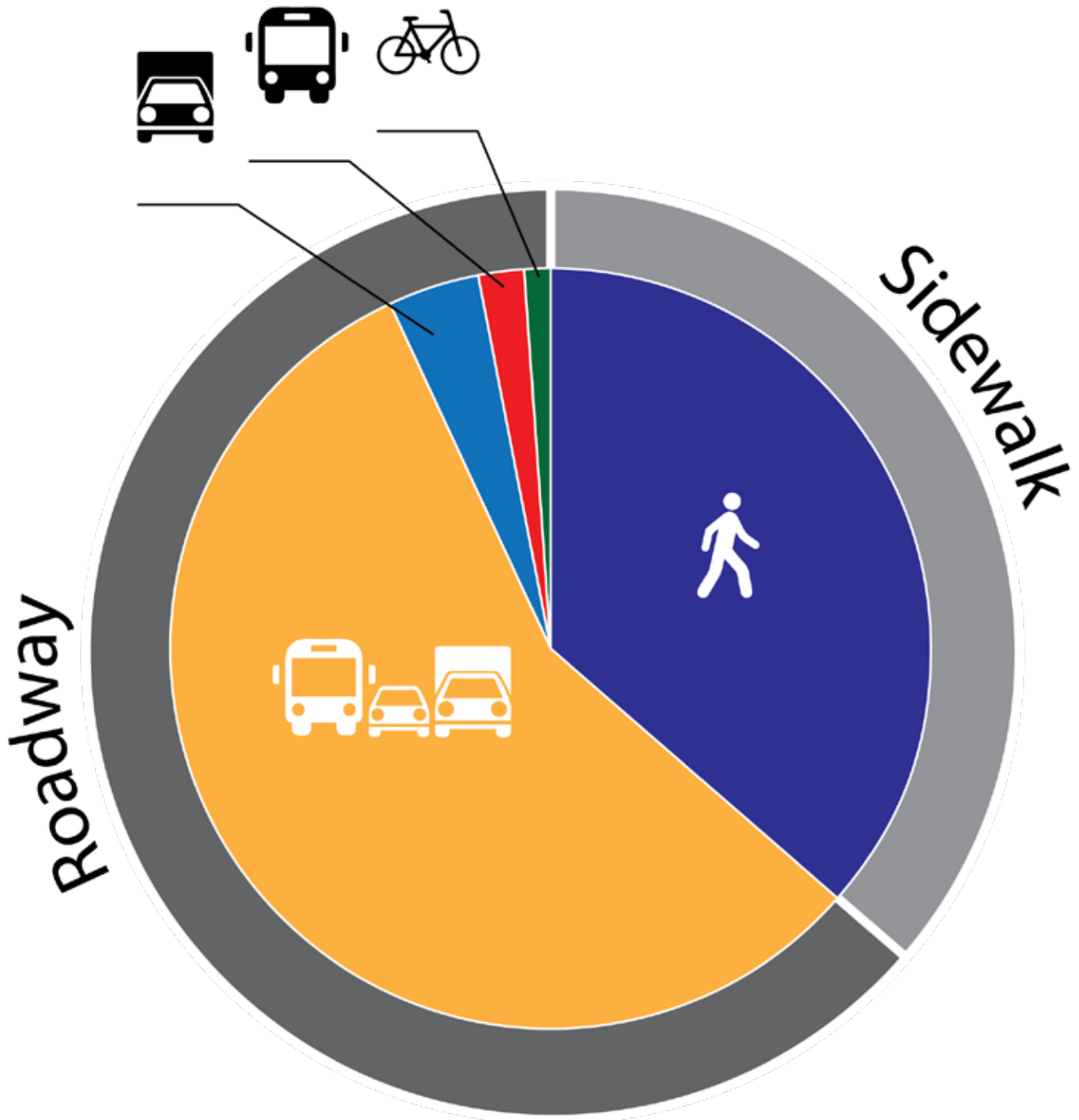
Safe and Connected Current User - Kimlau Square Mode Share (PM Peak Hour)



THE SQUARE TODAY IS FULL OF PEOPLE

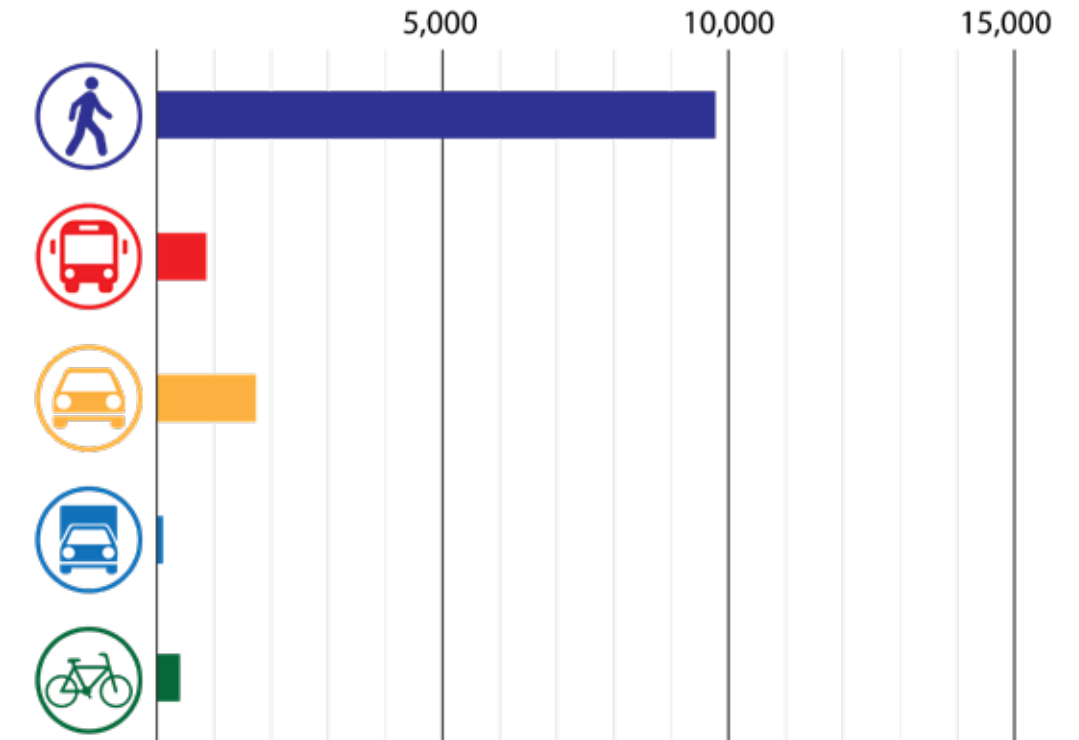
PEDESTRIANS ACCOUNT FOR ALMOST 80% OF USERS

Safe and Connected Kimlau Square Road Share Space Chart - Current



THE CURRENT SQUARE IS MOSTLY ROADWAYS

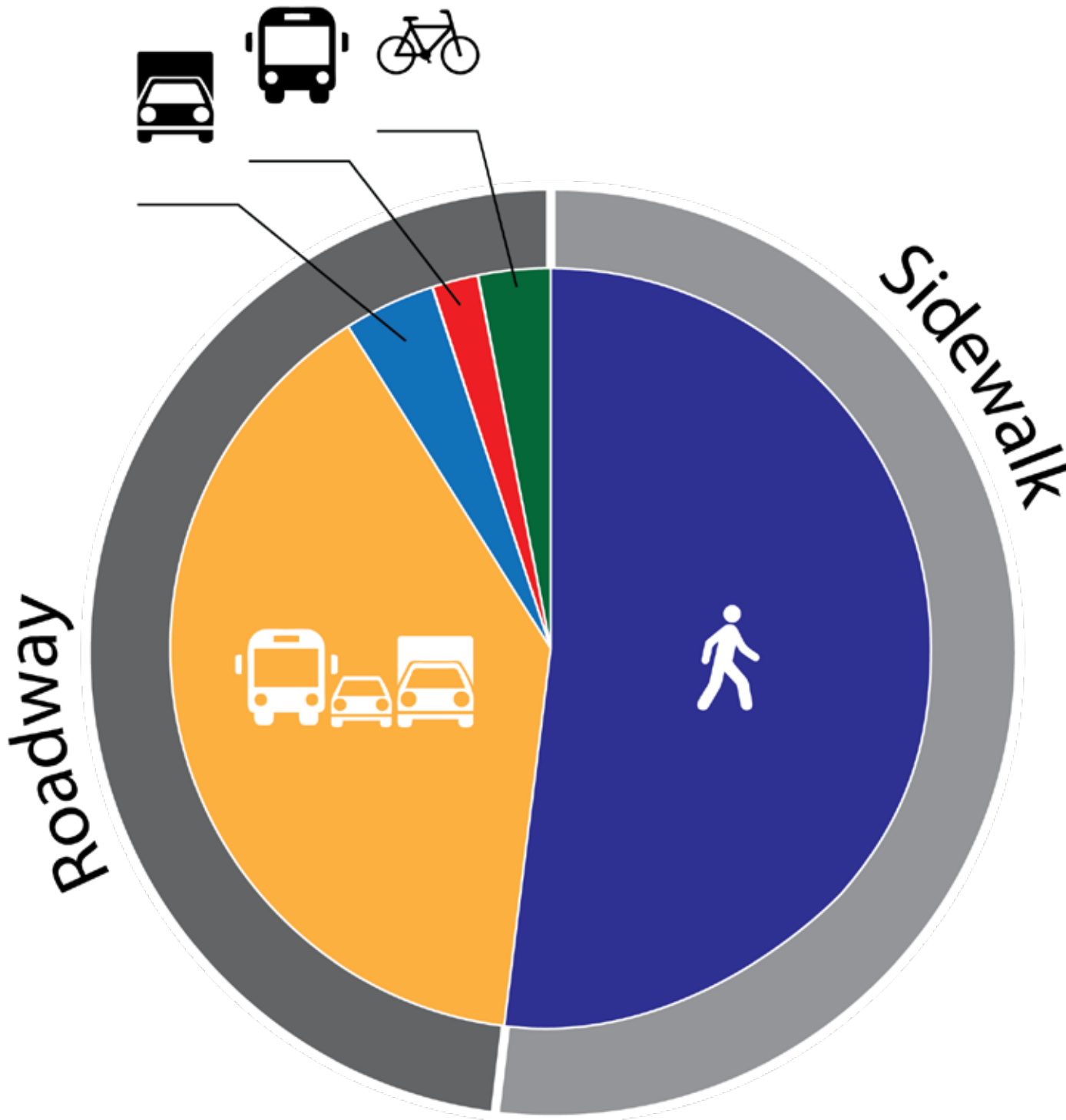
ONLY 1/3 OF THE SPACE IS FOR PEDESTRIANS



Space shared between different modes - Current

Current Users (PM Peak Hour)

Safe and Connected Kimlau Square Road Share Space Chart - Proposed

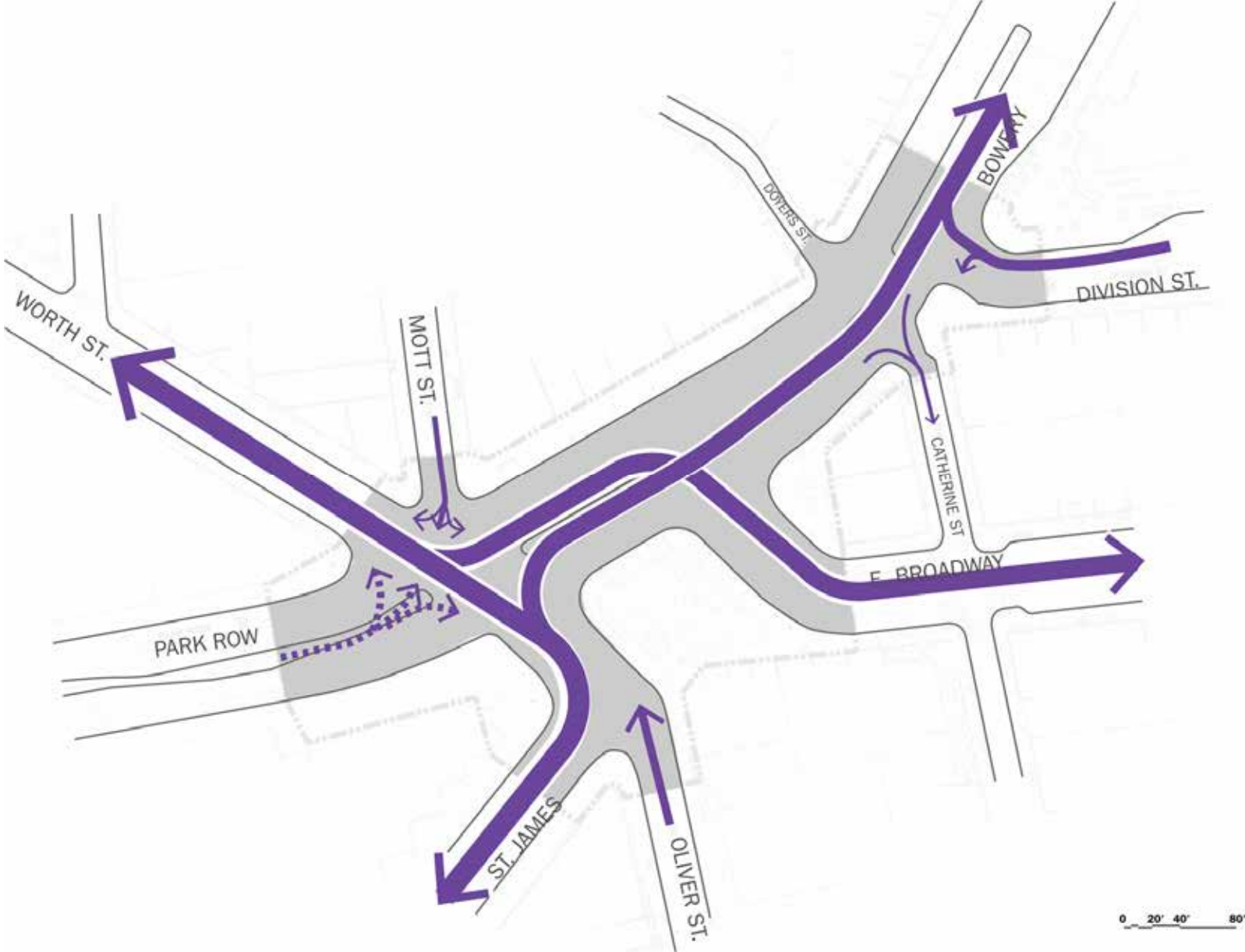


A REDESIGN ALLOWS FOR THE CREATION OF A MUCH LARGER OPEN SPACE

FULFILLS THE GOAL OF BETTER ACCOMODATING CULURAL FESTIVITIES AND GATHERINGS

Space shared between different modes - Proposed

Safe and Connected Primary Vehicular Flows



TRAFFIC MOVEMENTS ARE COMPLEX

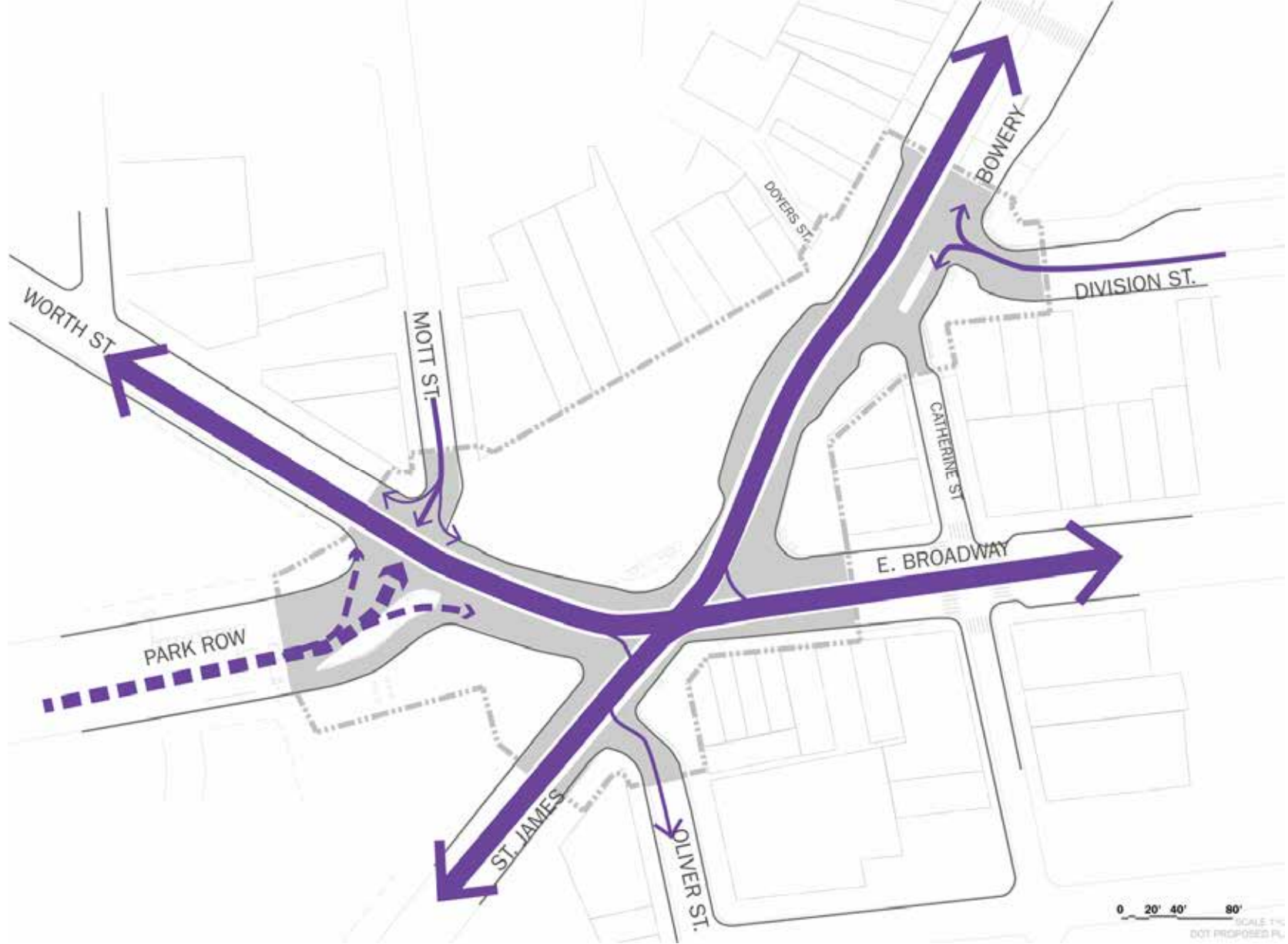
2/3 OF THE VEHICULAR MOVEMENTS ARE TURNS

HIGH NUMBER OF CONFLICTS BETWEEN TURNING VEHICLES AND PEDESTRIANS

CURRENT



Safe and Connected Primary Vehicular Flows



REALIGNMENT SIMPLIFIES MOVEMENTS

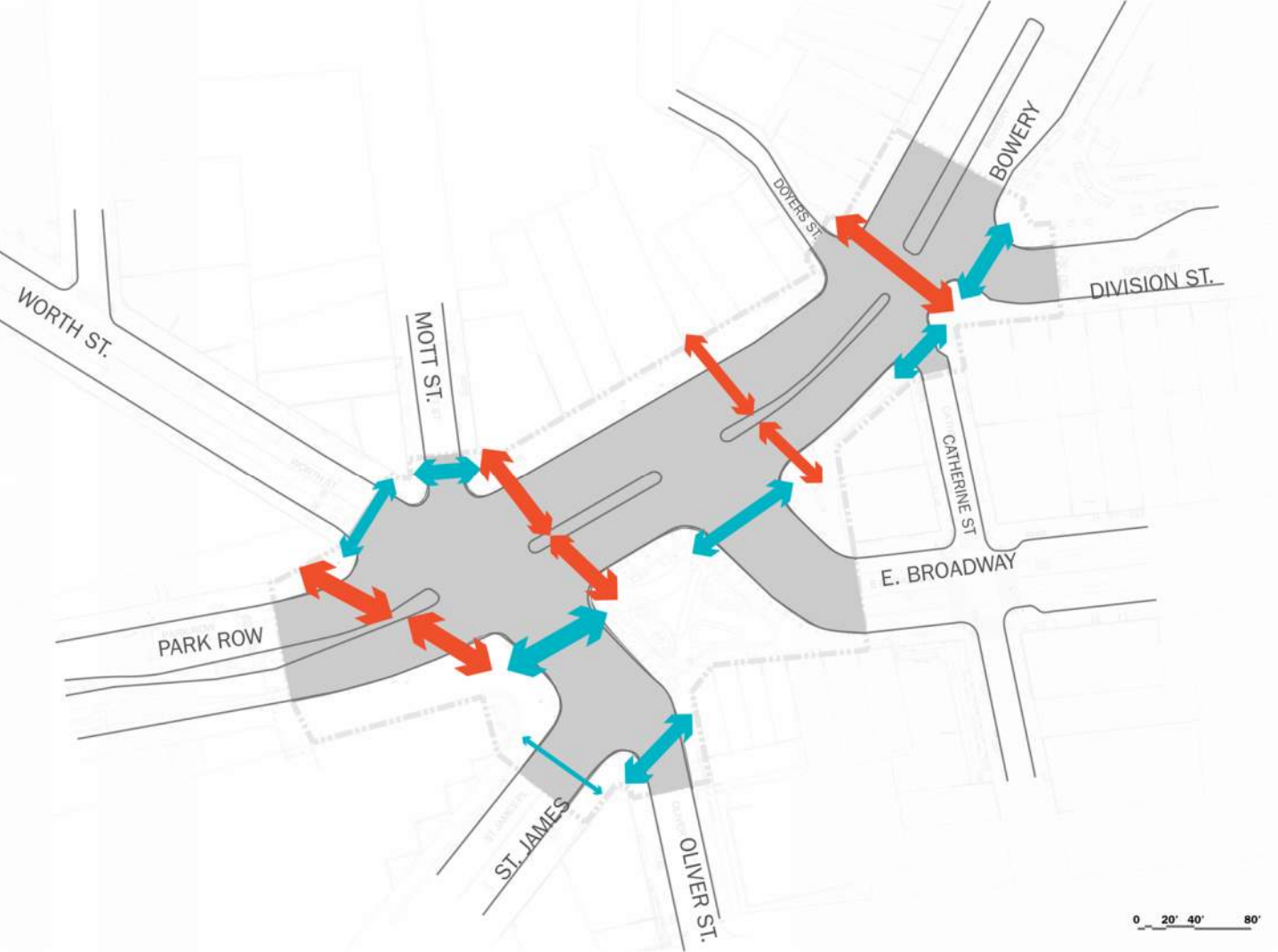
ONLY 1/3 OF MOVEMENTS WOULD BE TURNS

FULFILLS THE GOALS OF SIMPLIFYING TRAVEL PATTERNS AND CREATING A MORE TYPICAL AND PREDICTABLE INTERSECTION

PROPOSED

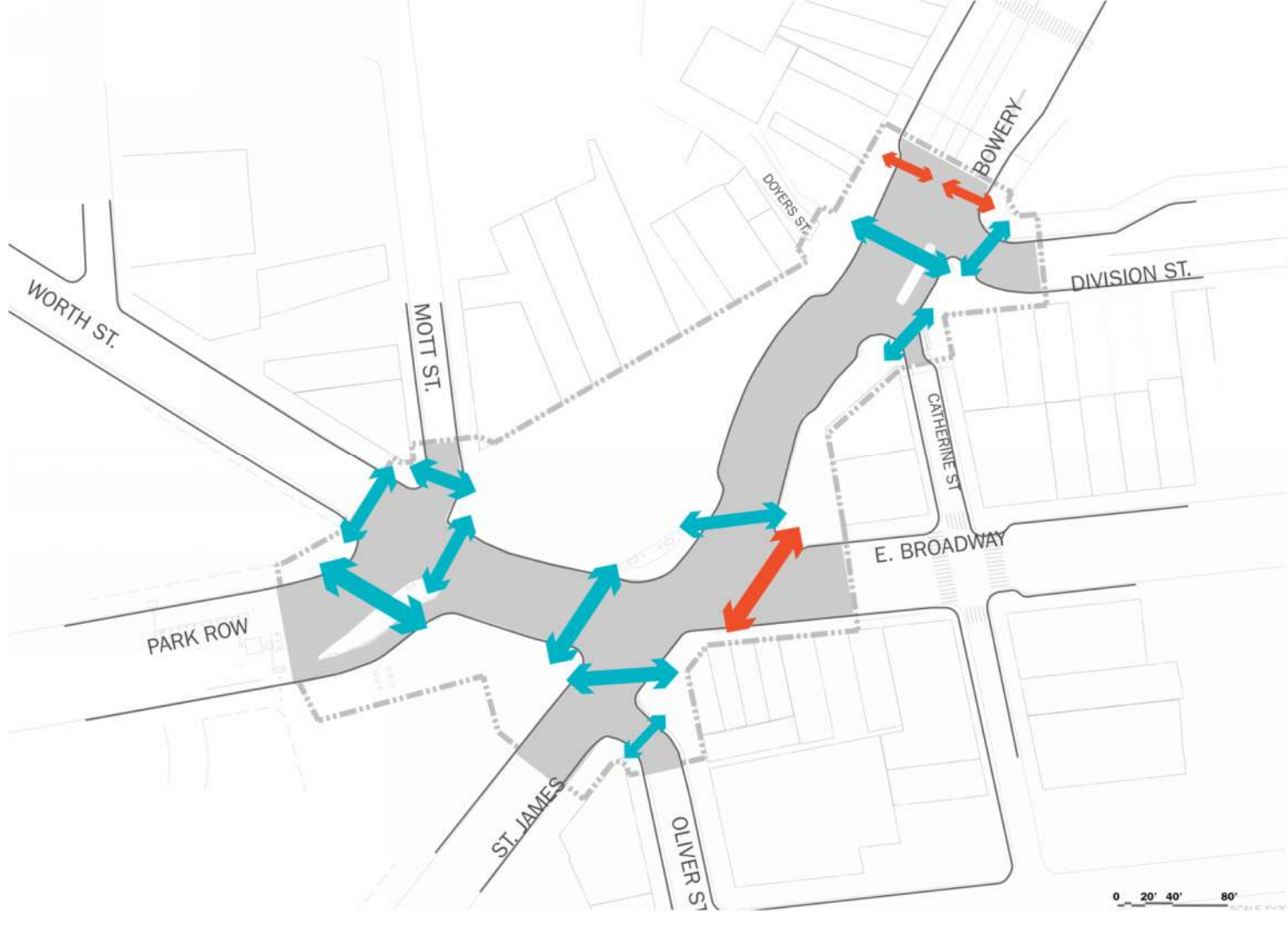


Safe and Connected Reduce Crosswalk Length



CURRENT

-  SHORT CROSSWALK (<65')
-  LONG CROSSWALK (>65')



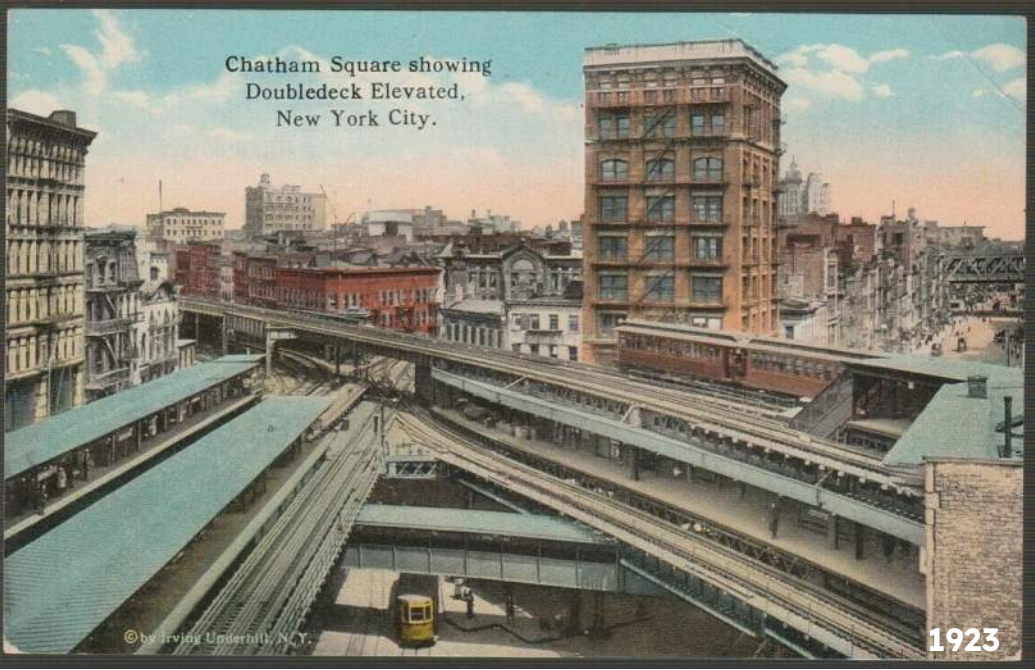
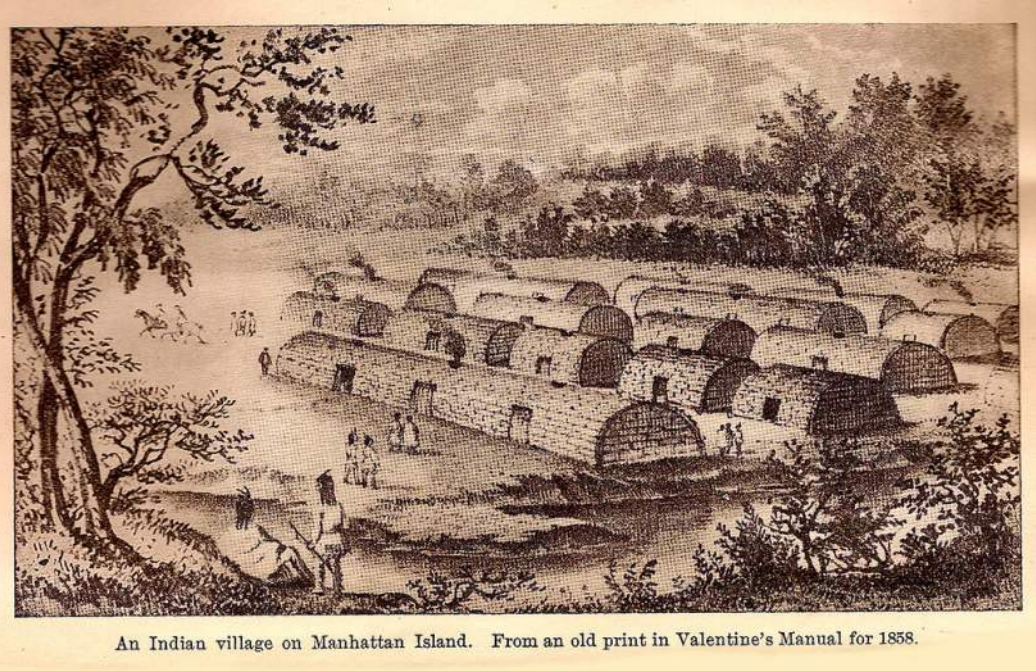
PROPOSED

-  SHORT CROSSWALK (<65')
-  LONG CROSSWALK (>65')

CONCEPT FRAMEWORK

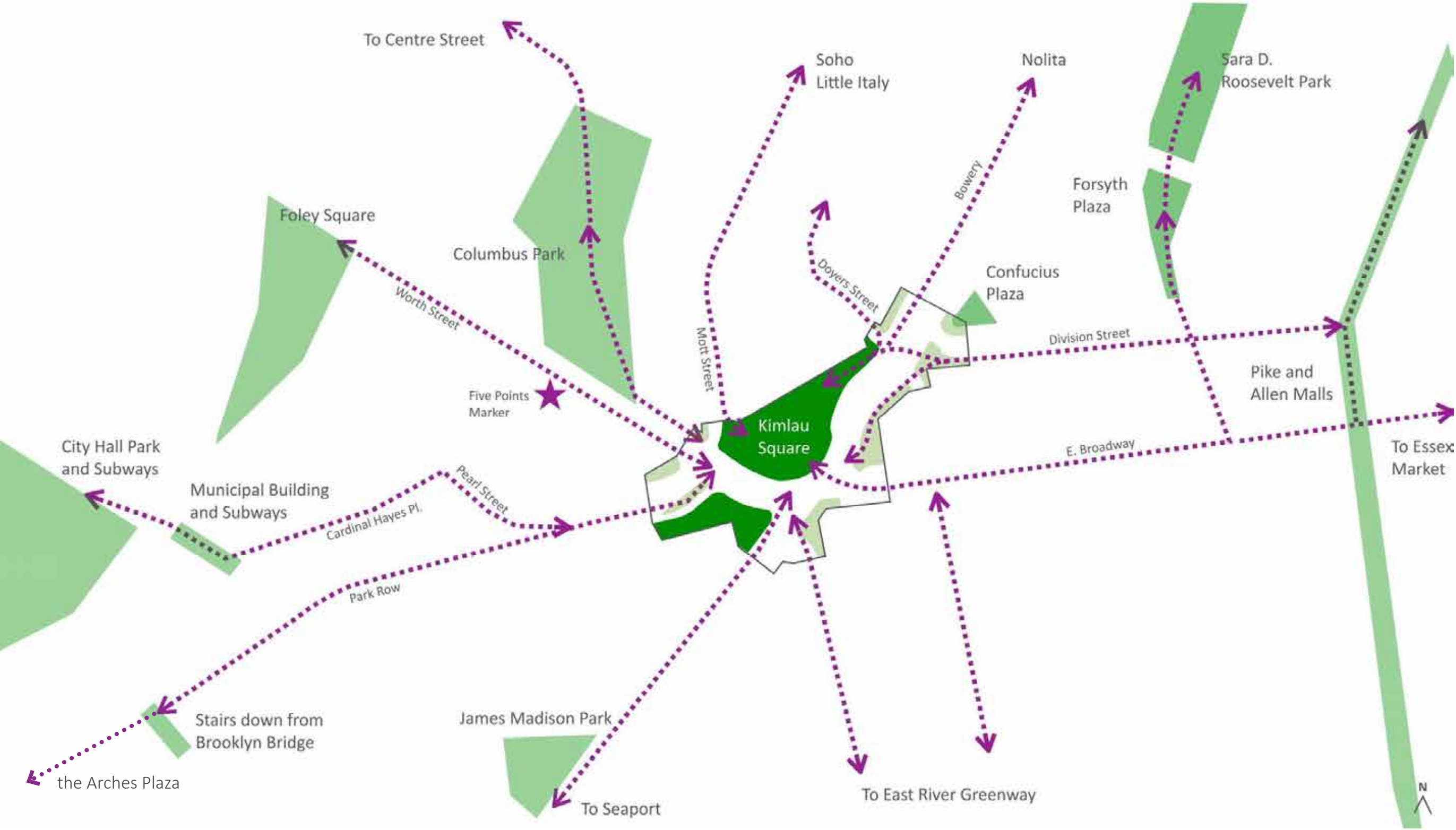
Observation & Analysis

Site History & Character



Observation & Analysis

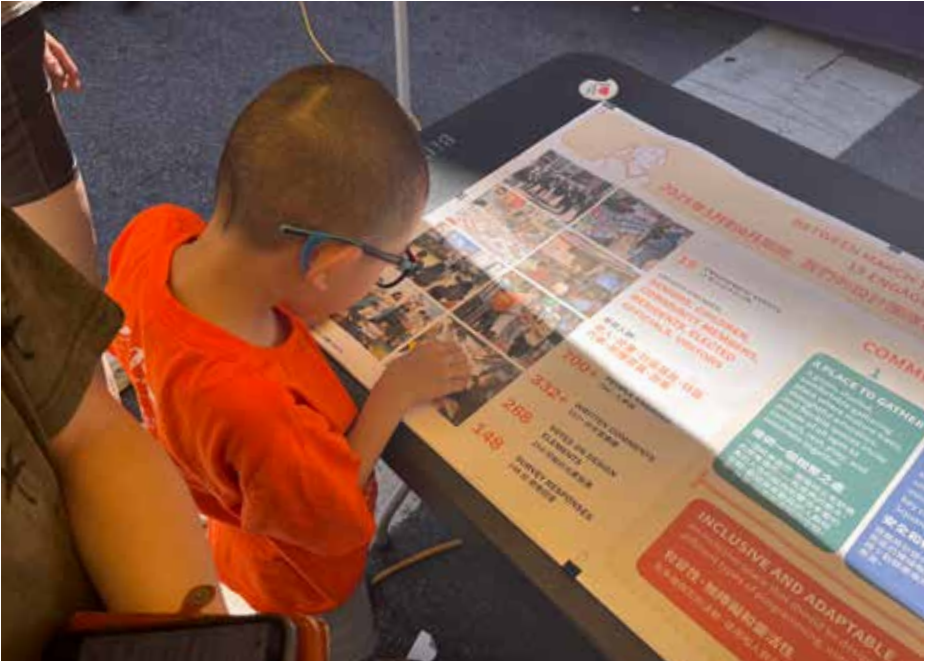
Chinatown Public Realm: Creating Connections



We are continuing the Community Engagement effort throughout Concept Design



Chinatown BID Summer Refreshing Weekend
08/09/2023

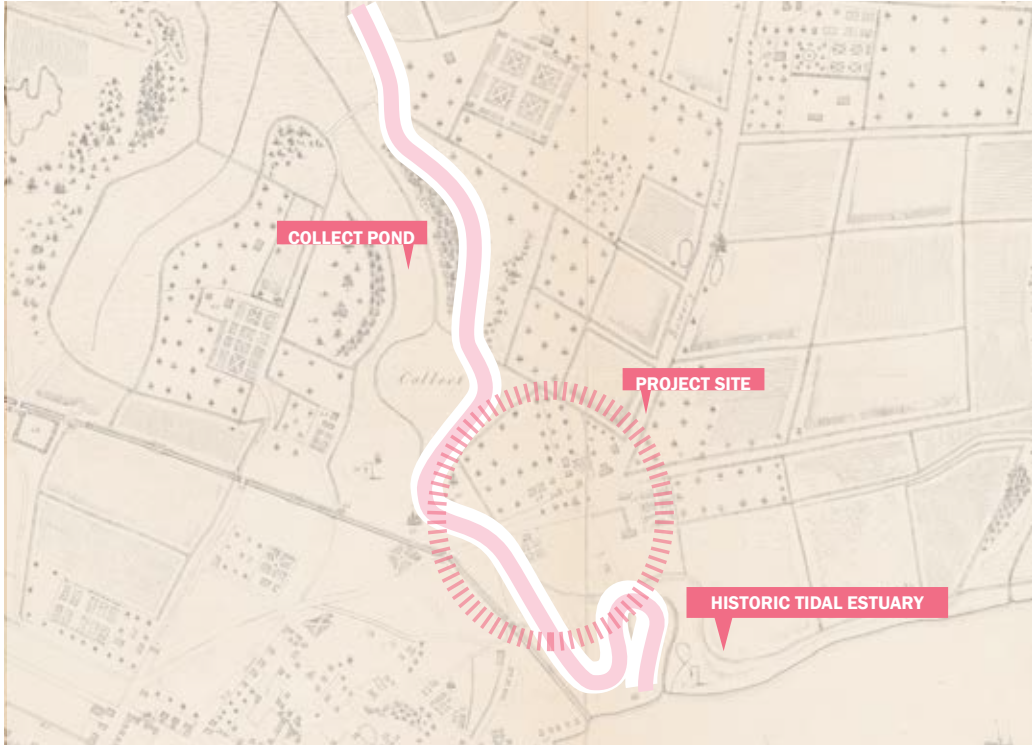


Think!Chinatown Block Party
08/10/2023



Smith House Family Day
08/23/2023

Concept Inspirations



MEANDERING

Reference the site's hydrologic history with a design language that invite both movement and moments of rest.



CONVERGENCE

Reinforce Chinatown and the site's identity as a convergence of different neighborhoods and a shared gathering space.

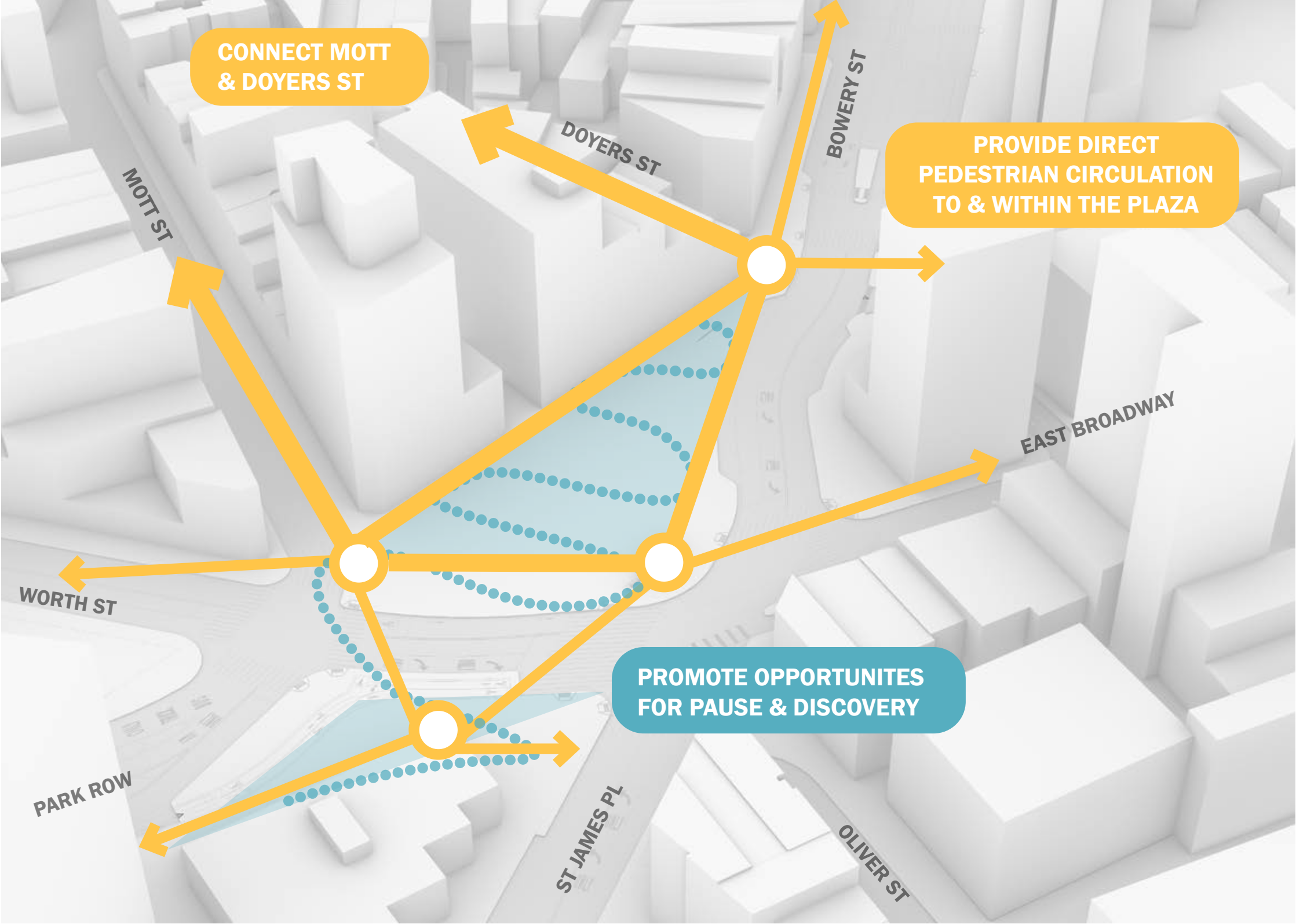


CITY GRID

At the intersection of different grid alignments, position the site as a connector that improves connectivity and flow.

What we have heard

Circulation - Day-to-day



Doyer St.

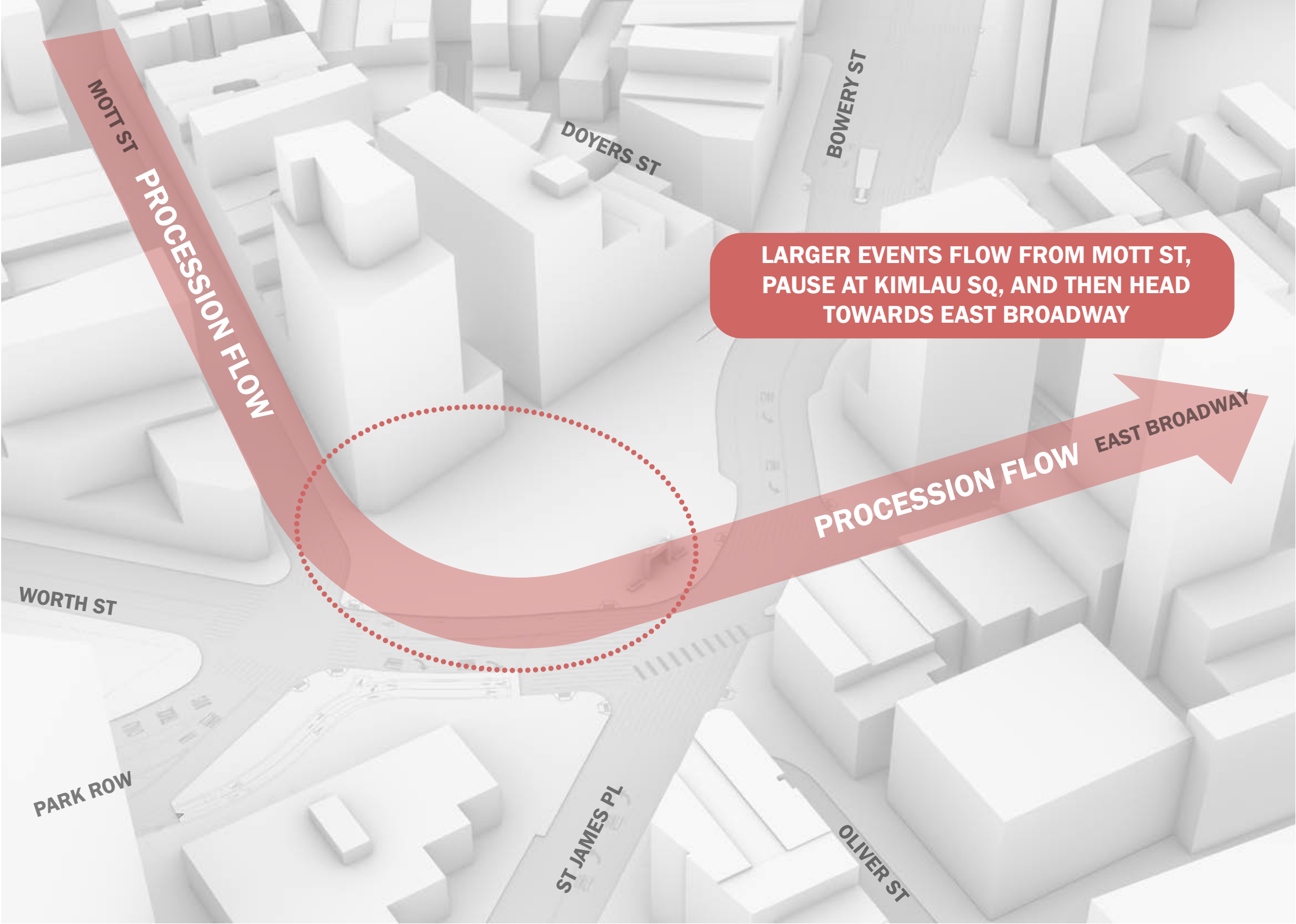


Mott St.

- DIRECT PEDESTRIAN CIRCULATION
- MEANDERING PATH

What we have heard

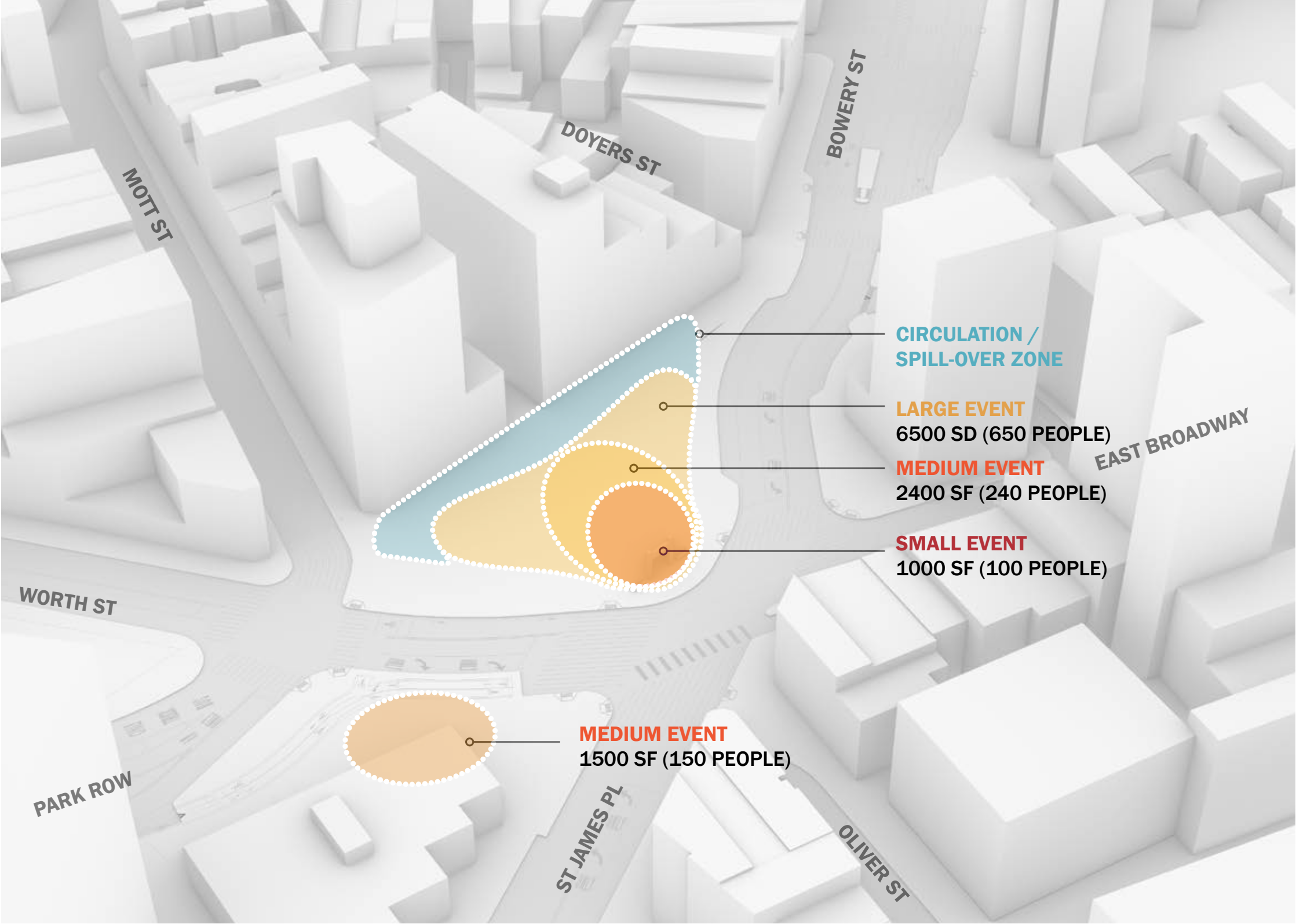
Circulation - Event



PROCESSION FLOW

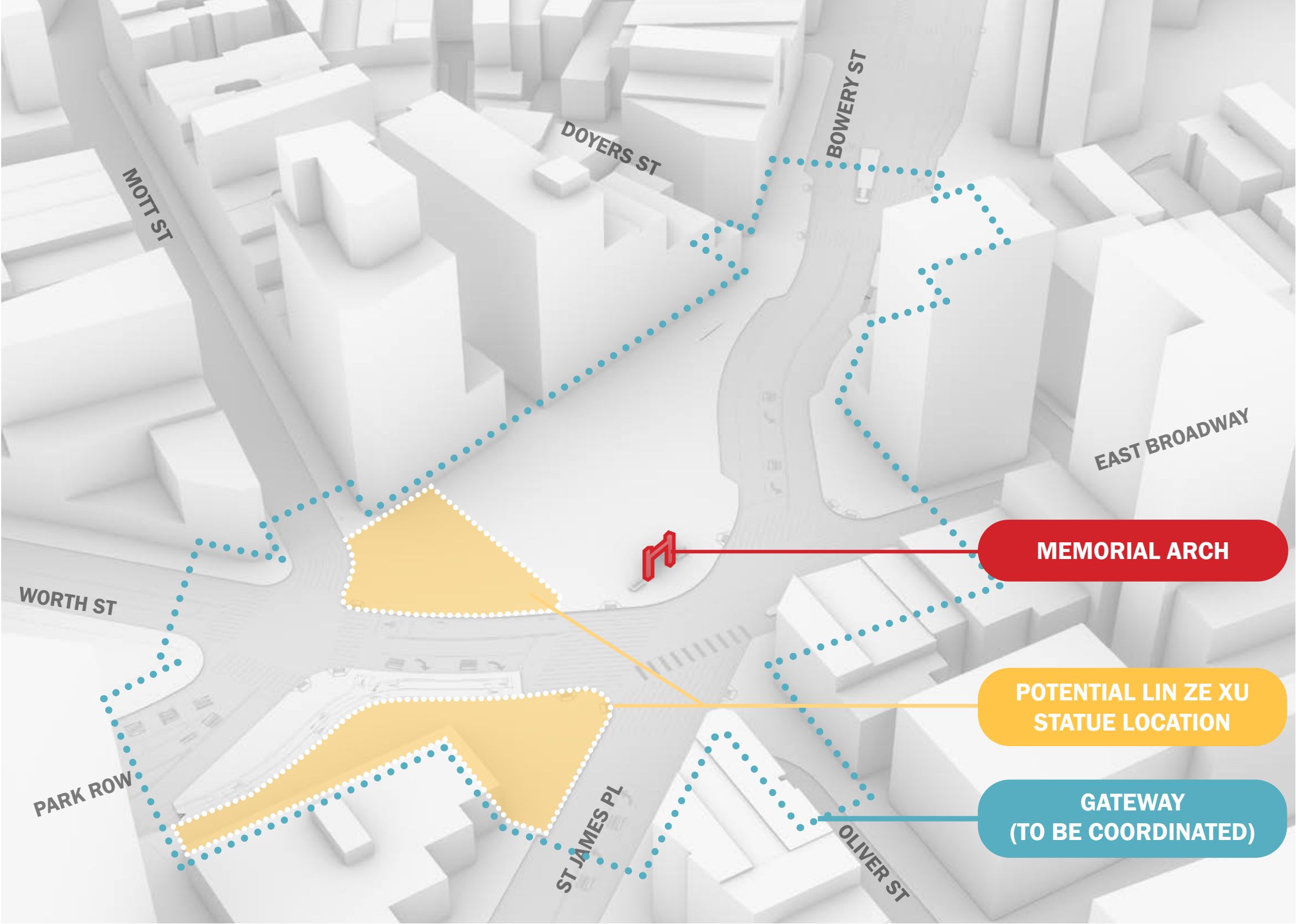
What we have heard

Flexibility - Gathering Space for Different Scales



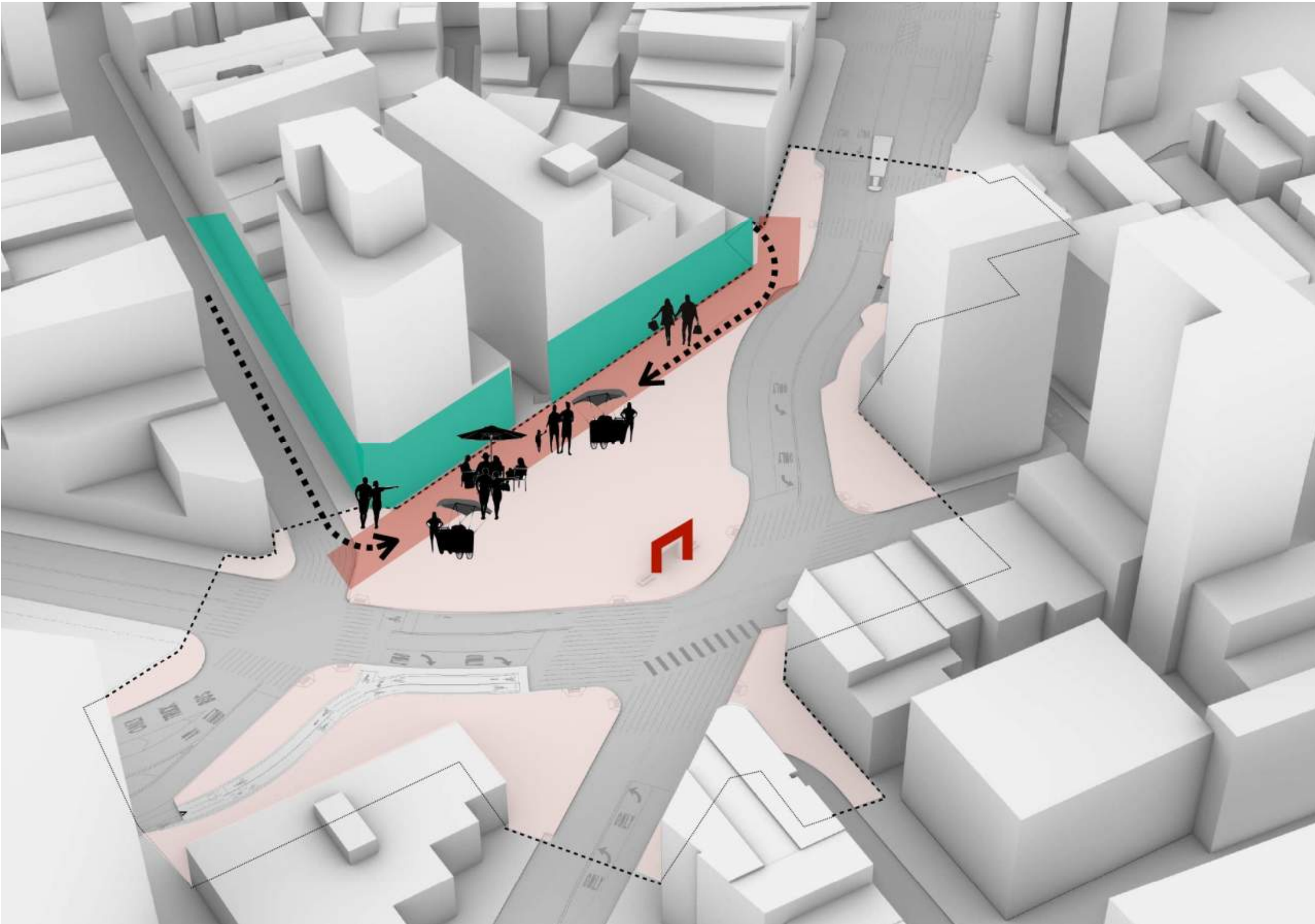
What we have heard

Flexibility - Gathering Space for Different Scales



What we have heard

Street Level Commercial Activation



Doyer. St



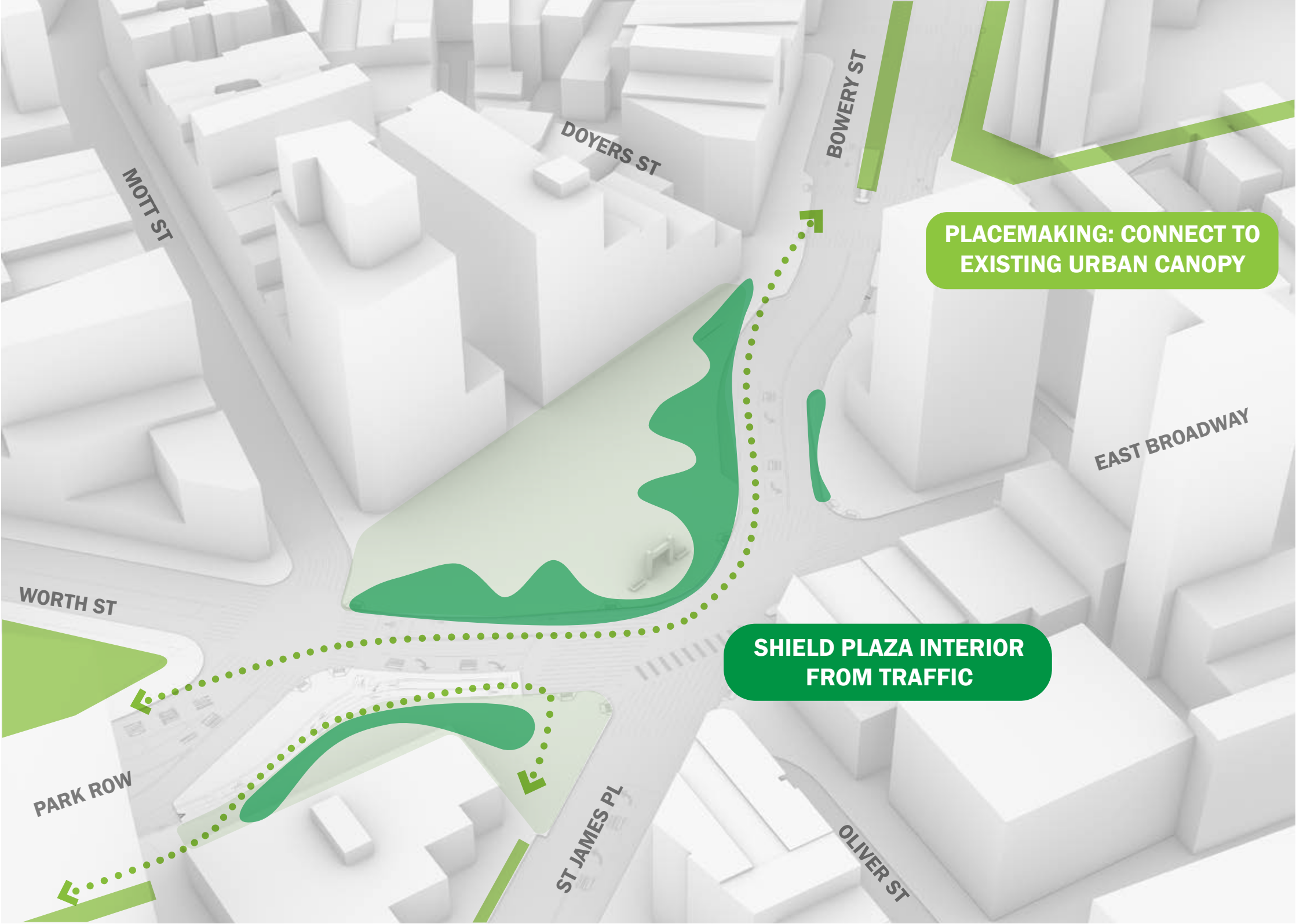
Mott St.



Pell St.

What we have heard

Planting - Buffer



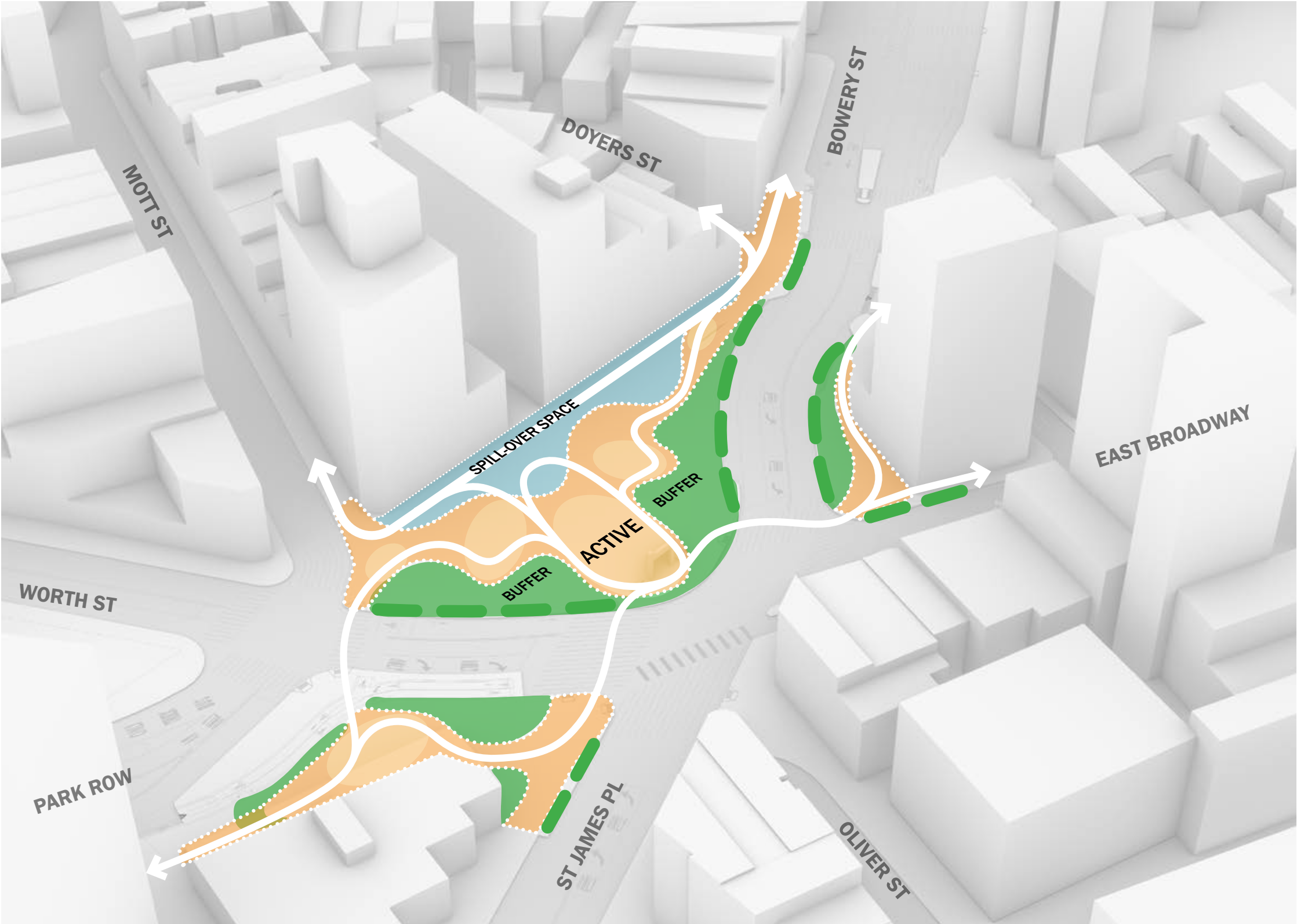
What we have heard

Canopy and Shade



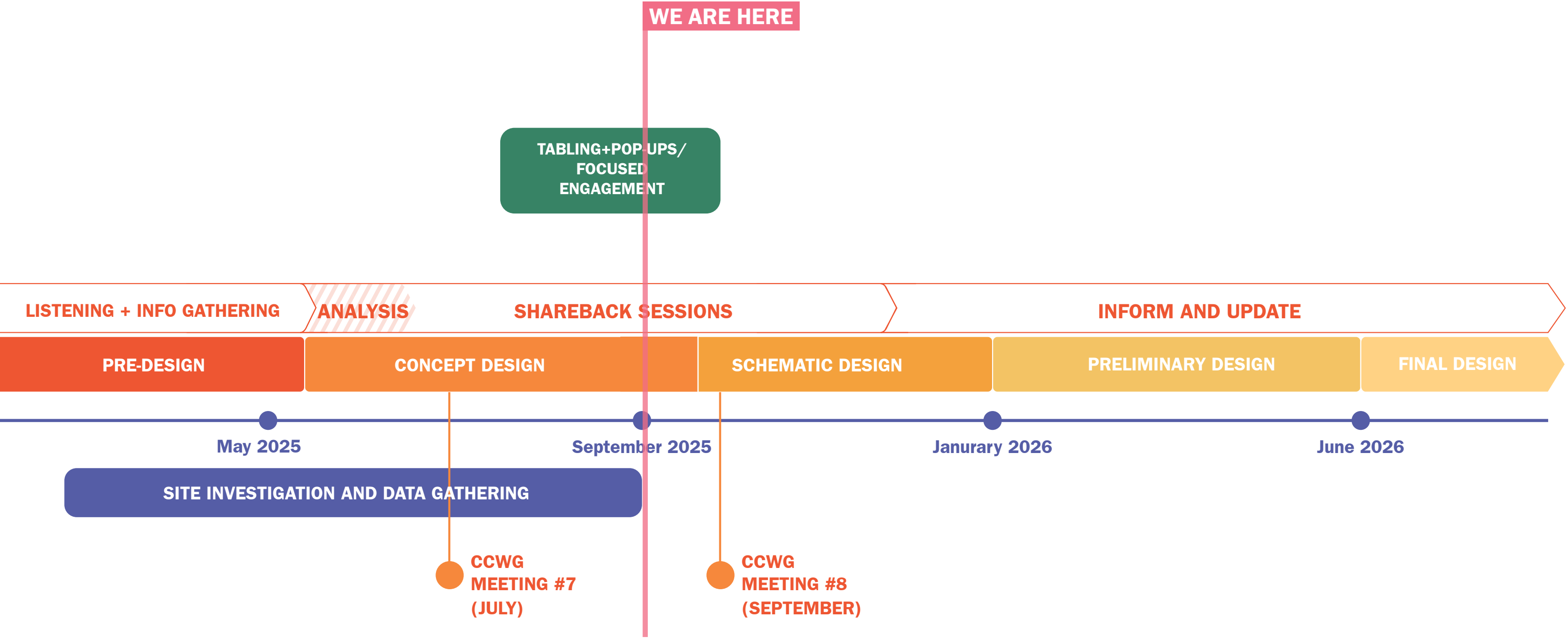
What we have heard

Conceptual Framework



- ↔ MOVEMENT THROUGH SPACE
- Active Program Zones
- Gathering Space
- Flex Spill-over Space
- Green Buffer

Timeline



DISCUSSION