



# Chinatown Connections



CCWG # 6 – 2/19/2025

# Agenda

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

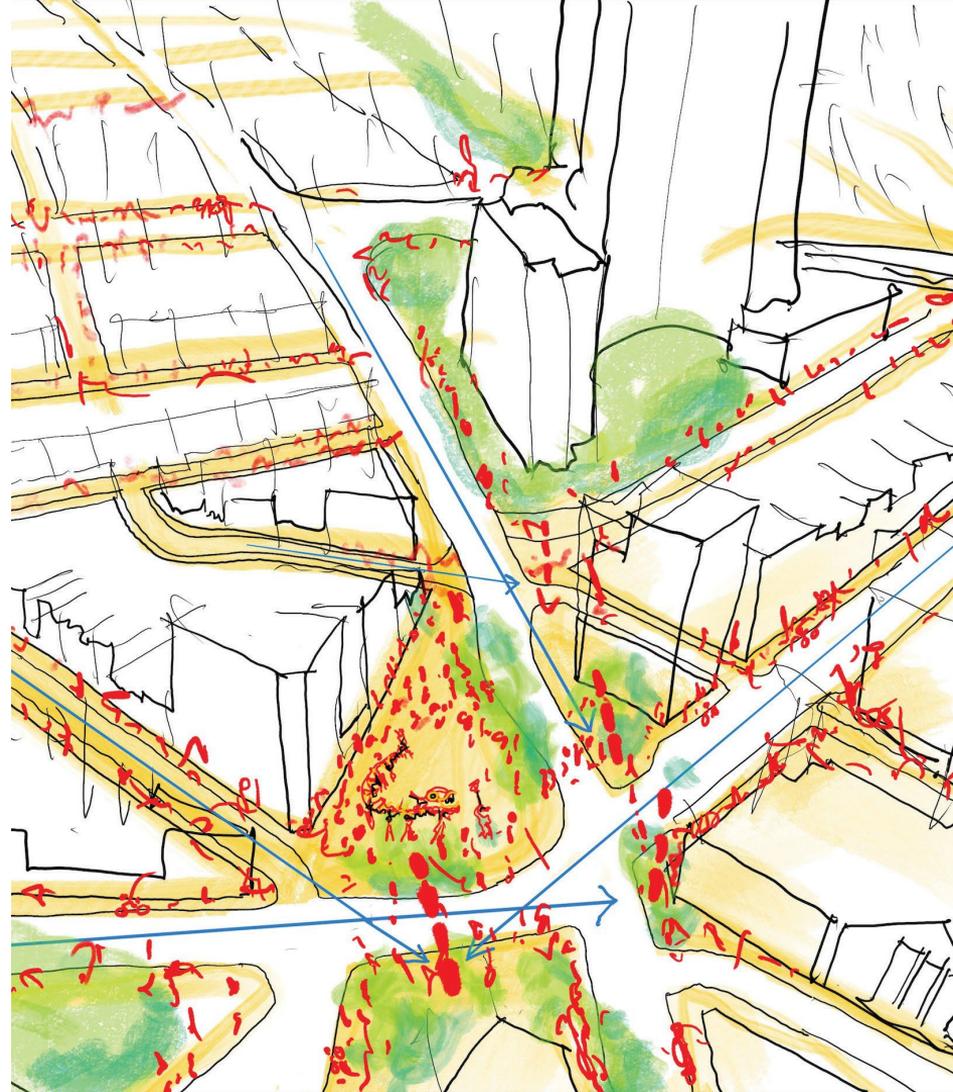
- Introduction to Marvel and Kimlau Square Redesign – **30 min**
- Engagement Next Steps and Upcoming Public Workshop Overview – **15 min**
- Park Row \$4m Updates and Next Steps – **15 min**
- Additional Discussion + Q&A – **30 min**

# 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

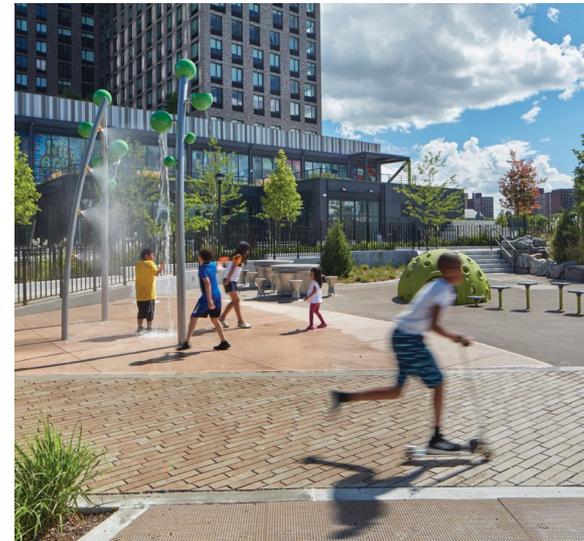
- Landscape Architecture
- Urban Design & Planning
- Community Engagement
- Architecture
- Interior Design
- Graphic Design

## OFFICE LOCATIONS

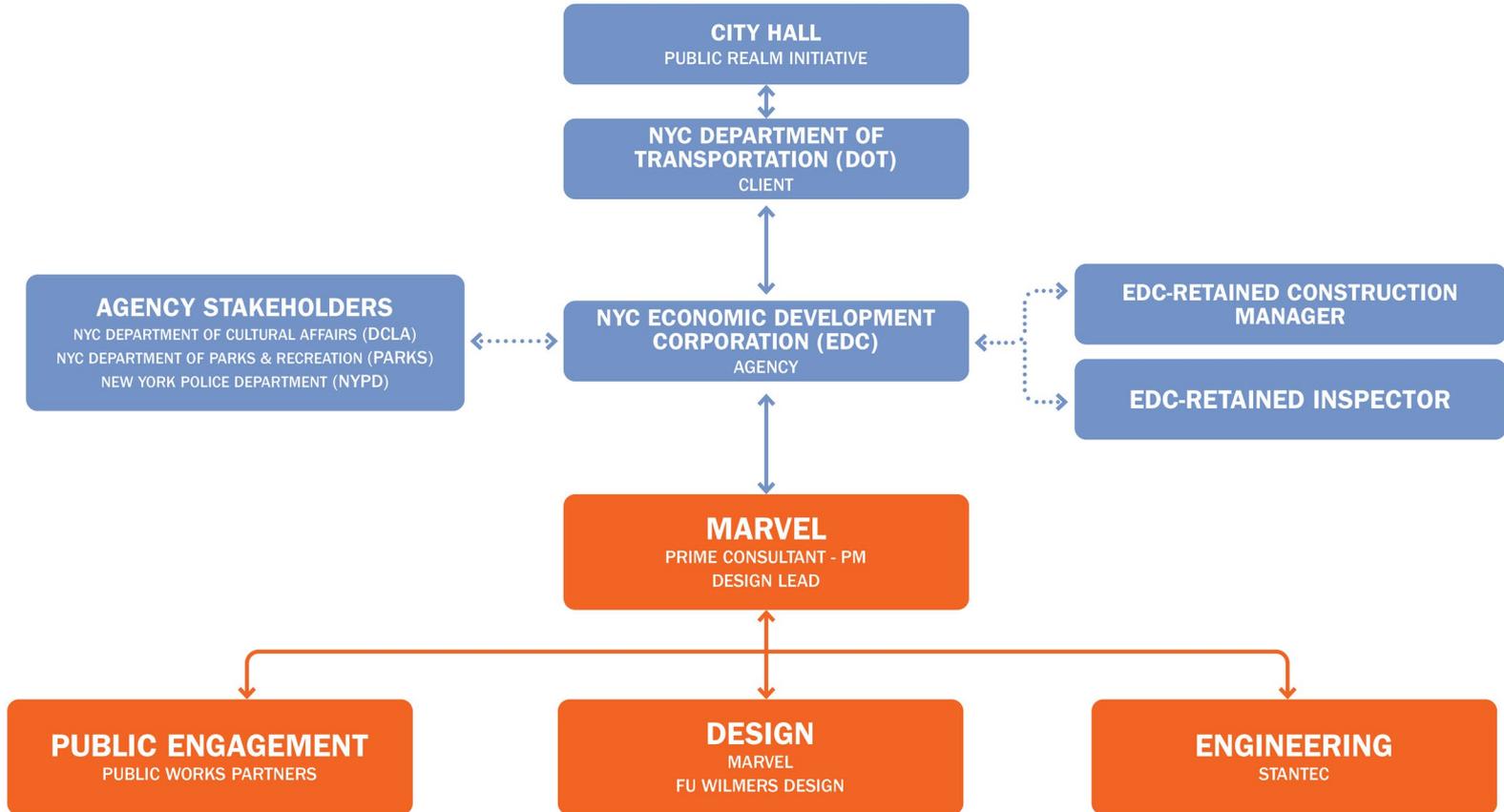
New York, San Juan,  
Richmond, Barcelona

## SPECIALTIES

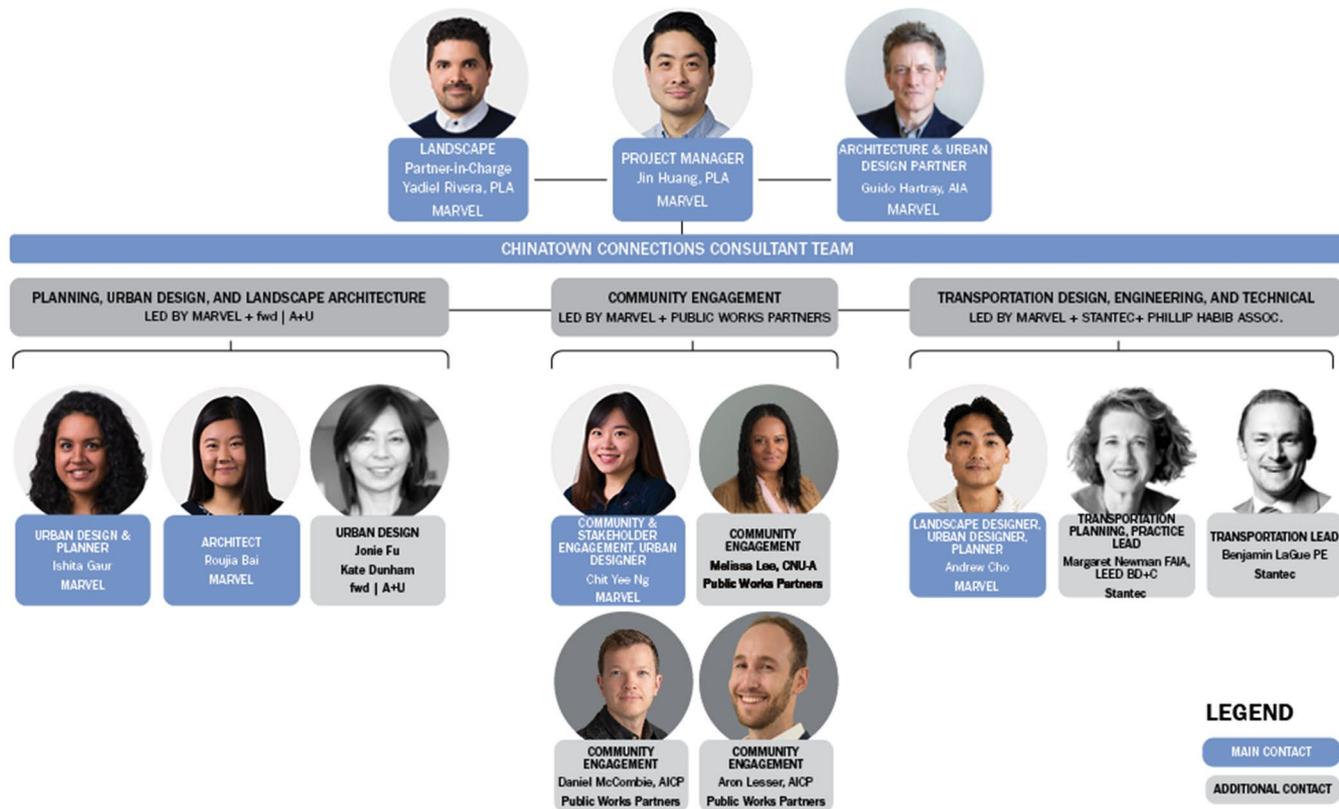
Large-scale,  
complex urban environments,  
community-led design



# 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*

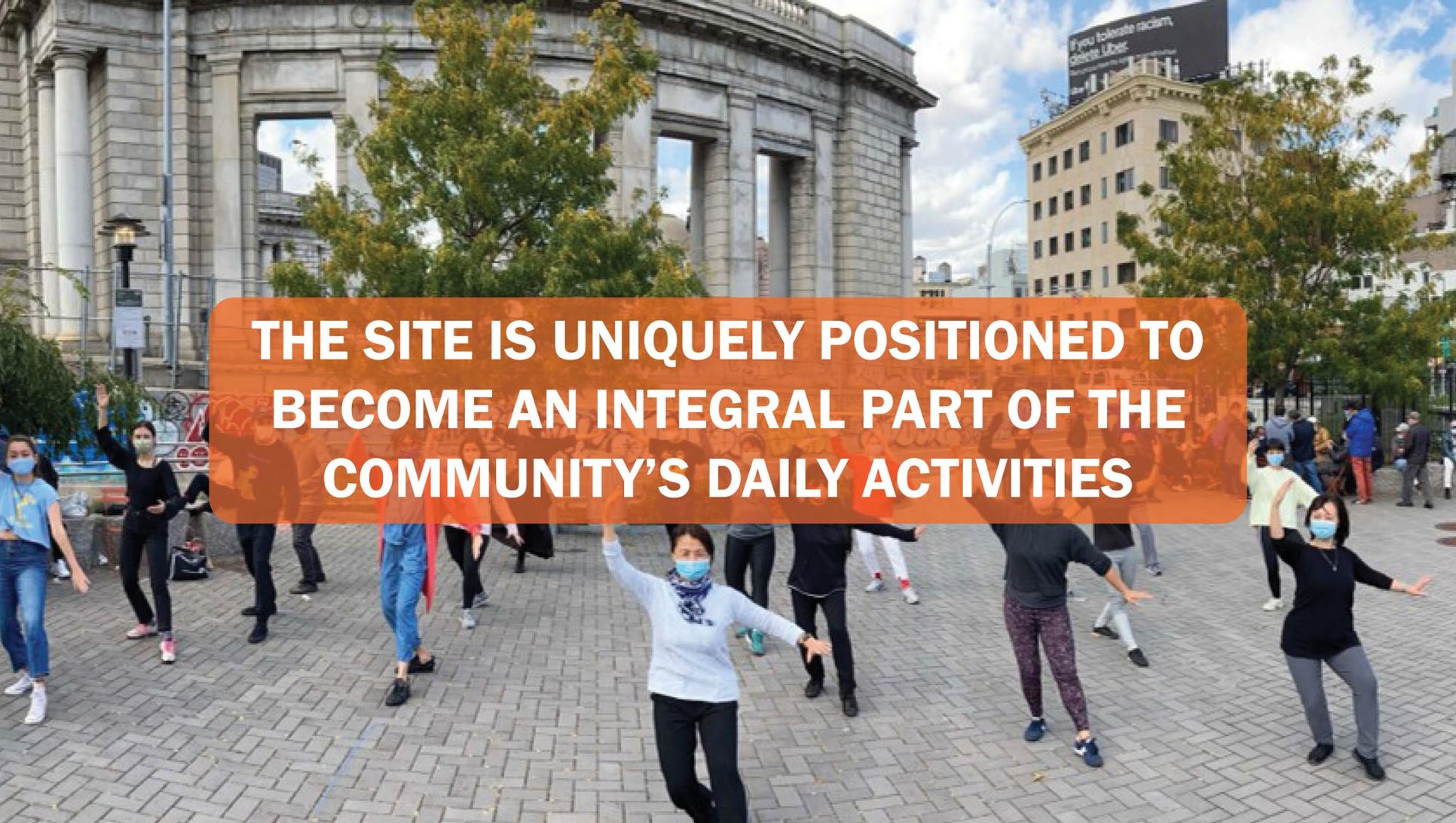
# KIMLAU SQUARE REDESIGN

A vibrant street scene in Chinatown, New York City. The street is filled with pedestrians, cars, and bicycles. Large, ornate metal lanterns hang from the streetlights. The buildings are multi-story brick structures with various signs and storefronts. A large orange banner with white text is superimposed over the center of 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, many wearing face masks, are practicing Tai Chi in a public square. They are in various poses, some with arms raised. In the background, there is a large, classical building with columns and arches. A sign on a building in the distance reads "If you tolerate racism, society suffers." The scene is outdoors with trees and a blue sky with clouds.

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

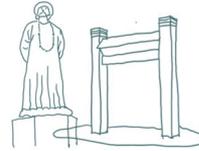


**WHILE REFLECTING THE NEEDS AND  
CELEBRATING THE DIVERSITY OF ITS  
RESIDENTS**

# 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**



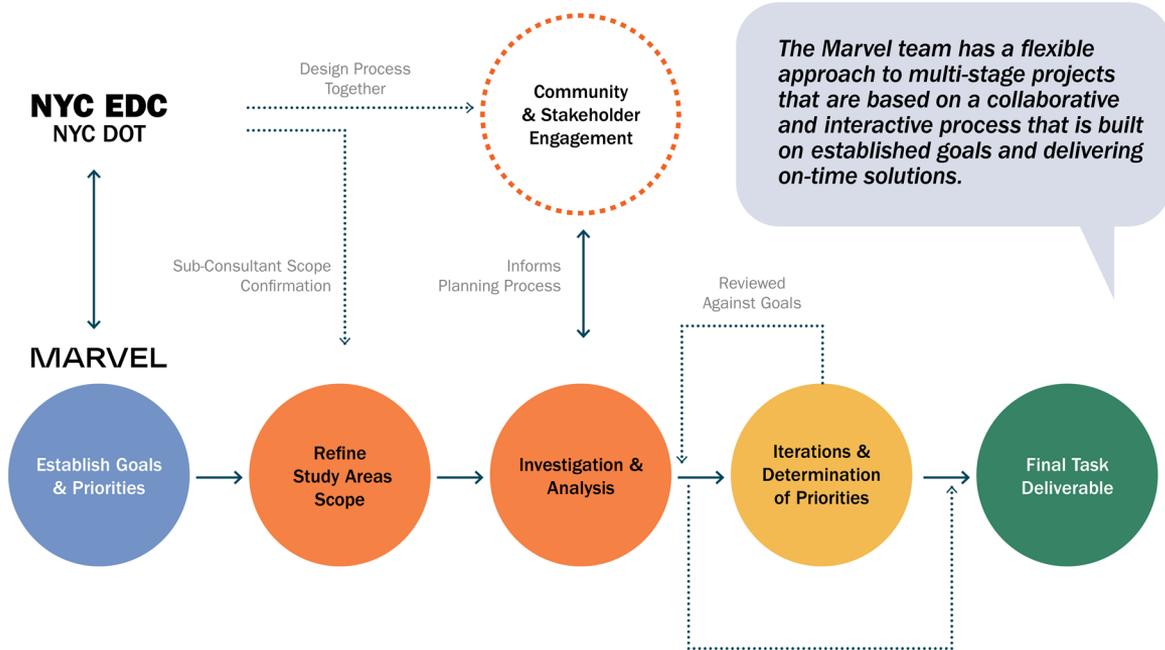
**SUPPORT NEEDS OF COMMUNITY AND LOCAL ECONOMY**



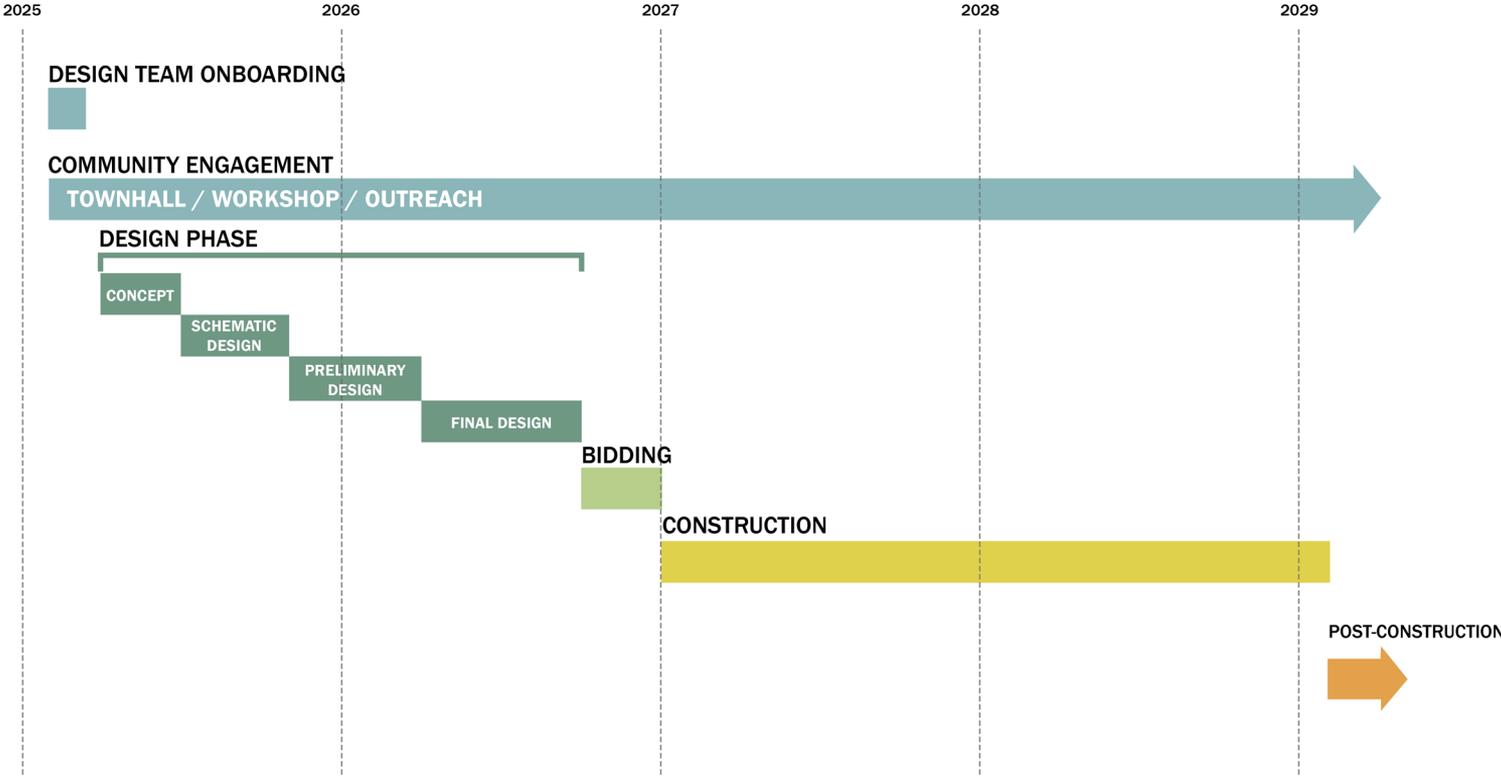
**SUPPORT CONNECTIONS WITH SURROUNDING COMMUNITIES**



# **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

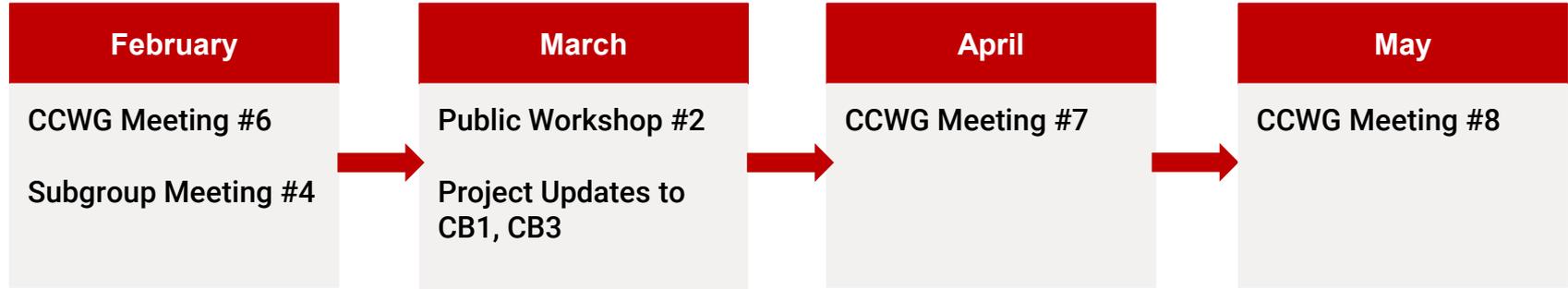
### Schematic, Preliminary, Final Design

- 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

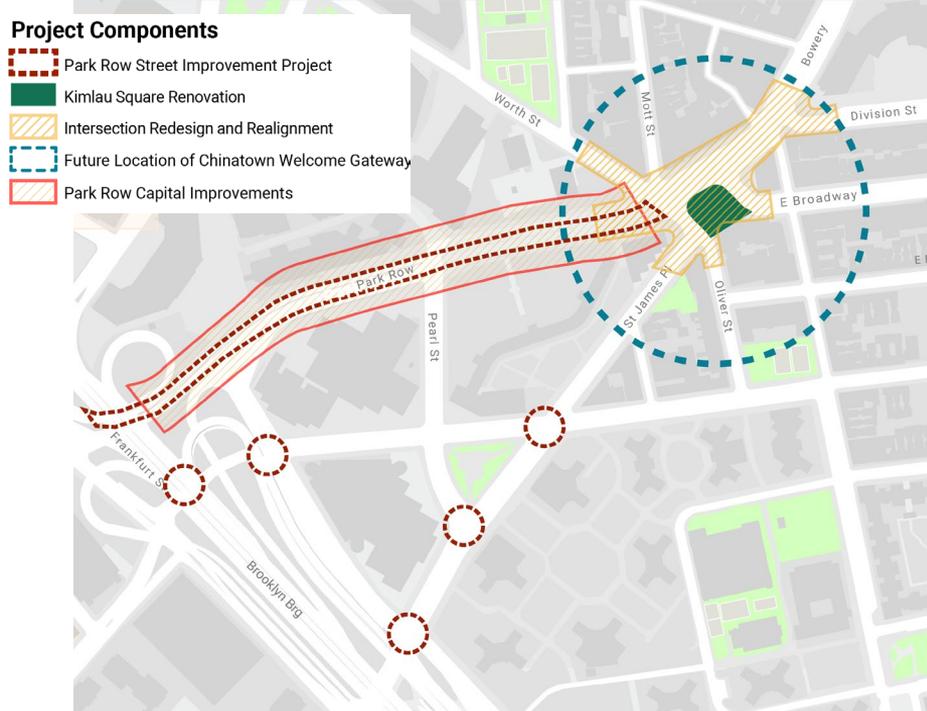
- What worked well during the last public workshop?
- What changes should we consider for the upcoming workshop?
- Are there any additional topics or activities you'd like to see in this next workshop?

# 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