

# BROADWAY PLAZA

OFFICE OF MIDTOWN PLANNING AND DEVELOPMENT  
DICK G. LAM, DIRECTOR  
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OFFICE OF MIDTOWN PLANNING AND DEVELOPMENT

OFFICE OF THE MAYOR  
CITY OF NEW YORK

## Broadway Plaza

A unique opportunity exists in Times Square to create a new focal point for the theatre district and to enhance "The Crossroads of the World" for the Bicentennial celebration.

A new Broadway Plaza will create nearly two acres of open space in Times Square for outdoor cafes, gazing and theater events while zoning controls will be established to insure that the Square will always remain bright with spectacularly lighted signs and ground floor activities characteristic of the area's entertainment qualities.

Broadway and Times Square have always been seen as places to stroll; in fact, as early as 1929 the Regional Plan Association proposed that Broadway be closed to traffic. Times Square, in addition to the stream of theater-goers and tourists, has always been the scene of great gatherings and special events. Although some consider the image of Times Square to be slipping, the recent announcement of a proposed 2000 room luxury hotel to be built at 45th and Broadway and the unqualified success of the Times Square Discount Ticket Booth and the opening of four new Broadway theaters have fostered renewed confidence in the future of "The Great White Way."

Much of the credit for the positive changes in the area goes to the Times Square Development Council which was created in 1972 to bring together City administrators and the community. The Broadway Plaza and the new zoning are but two of the many efforts initiated and supported by the Council.

The plan for rerouting traffic around the three blocks of Broadway from 45th to 48th Streets which comprise the Plaza works without disrupting existing traffic volumes. All crosstown streets will remain open. Broadway southbound traffic will be diverted to Seventh Avenue which will be widened in Times Square to accommodate extra vehicles. Taxis will be given special consideration in the plan.

The Broadway Plaza will be a beautiful oasis in the very heart of the city. Distinctive paving, benches, fountains, outdoor cafes, and festive banners will make Times Square a true "stage" for the city and mark the renaissance of the entertainment district.





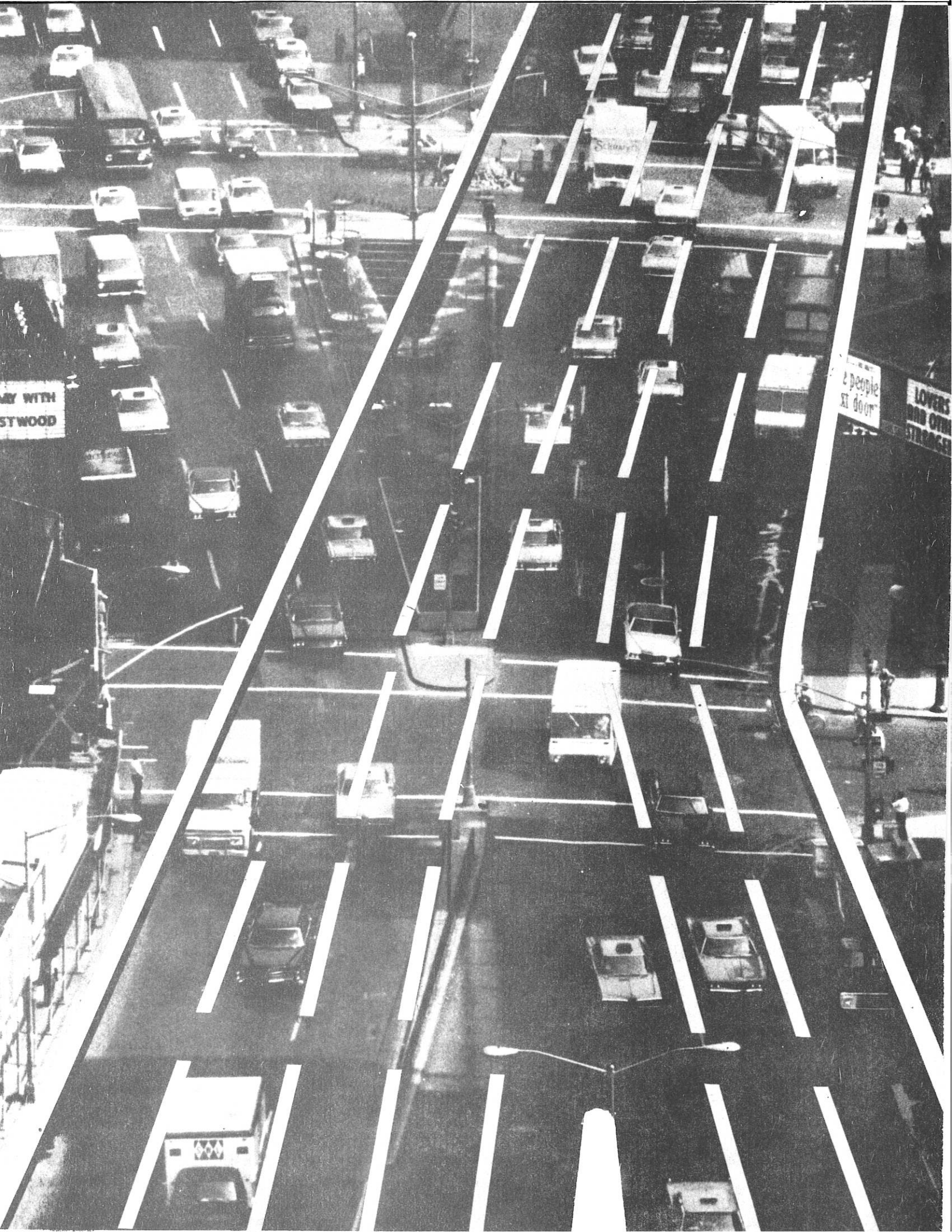
SONY

Canadian Club

Coca-Cola

10-10

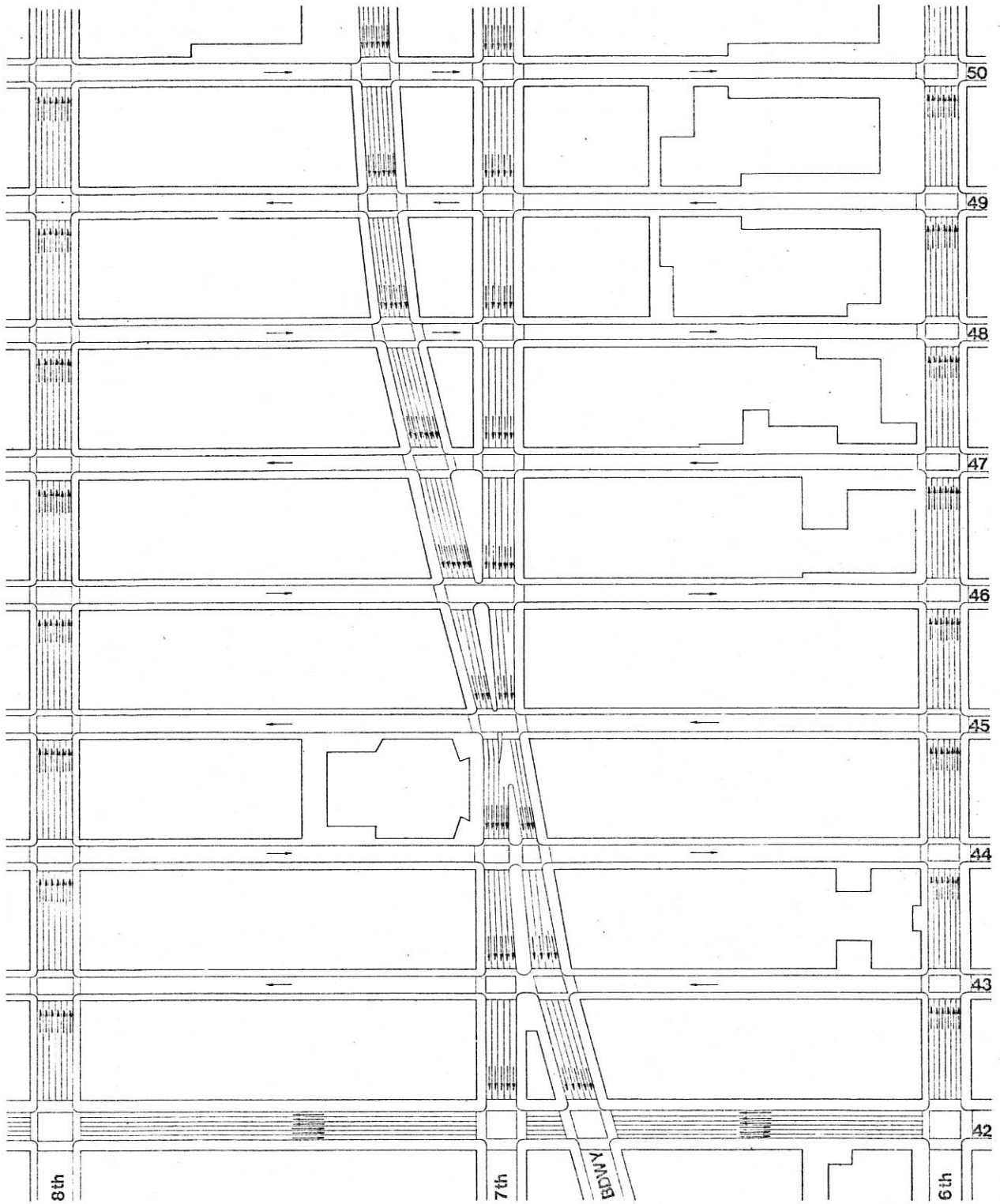
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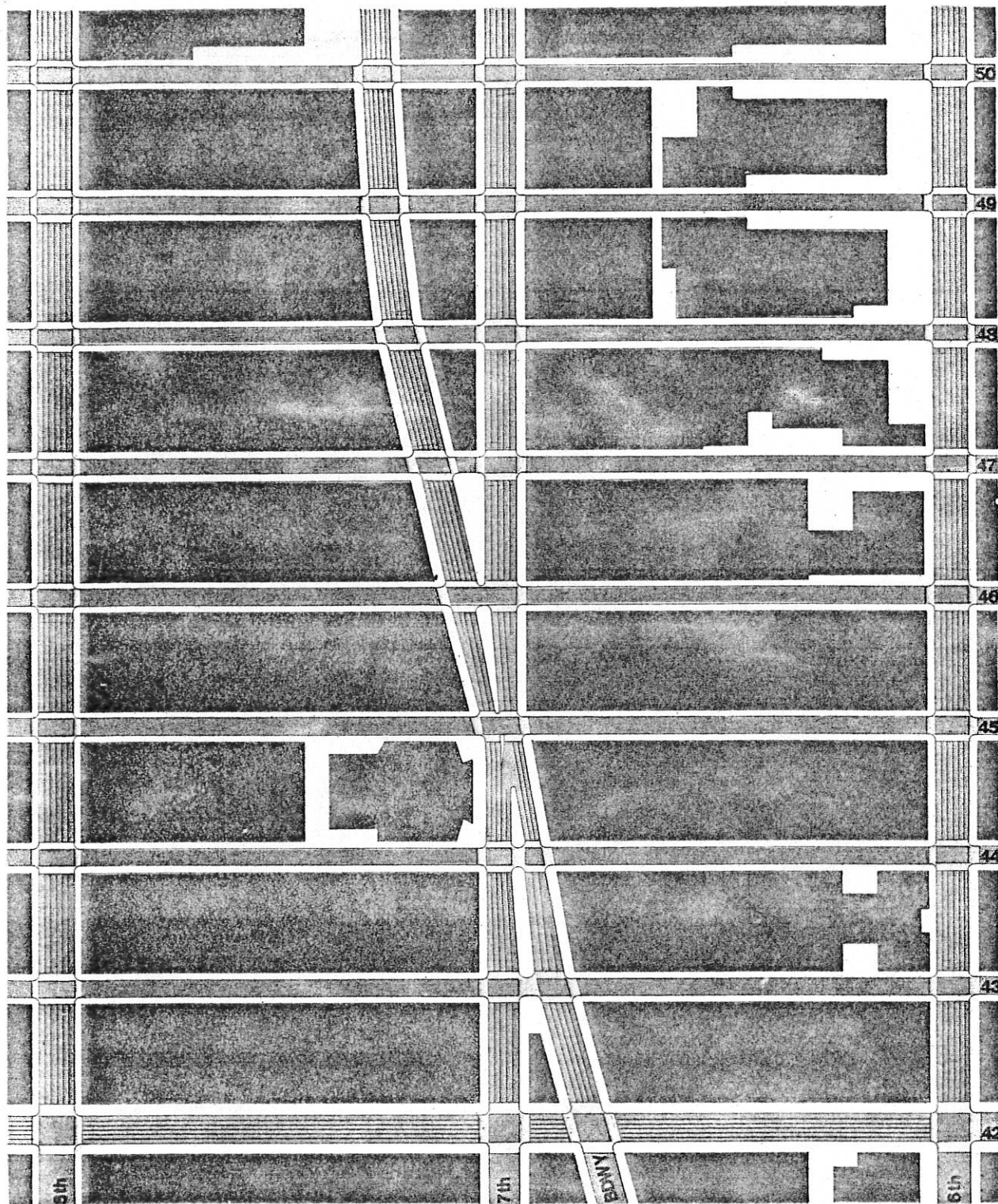


## EXISTING TRAFFIC PATTERN

TIMES SQUARE



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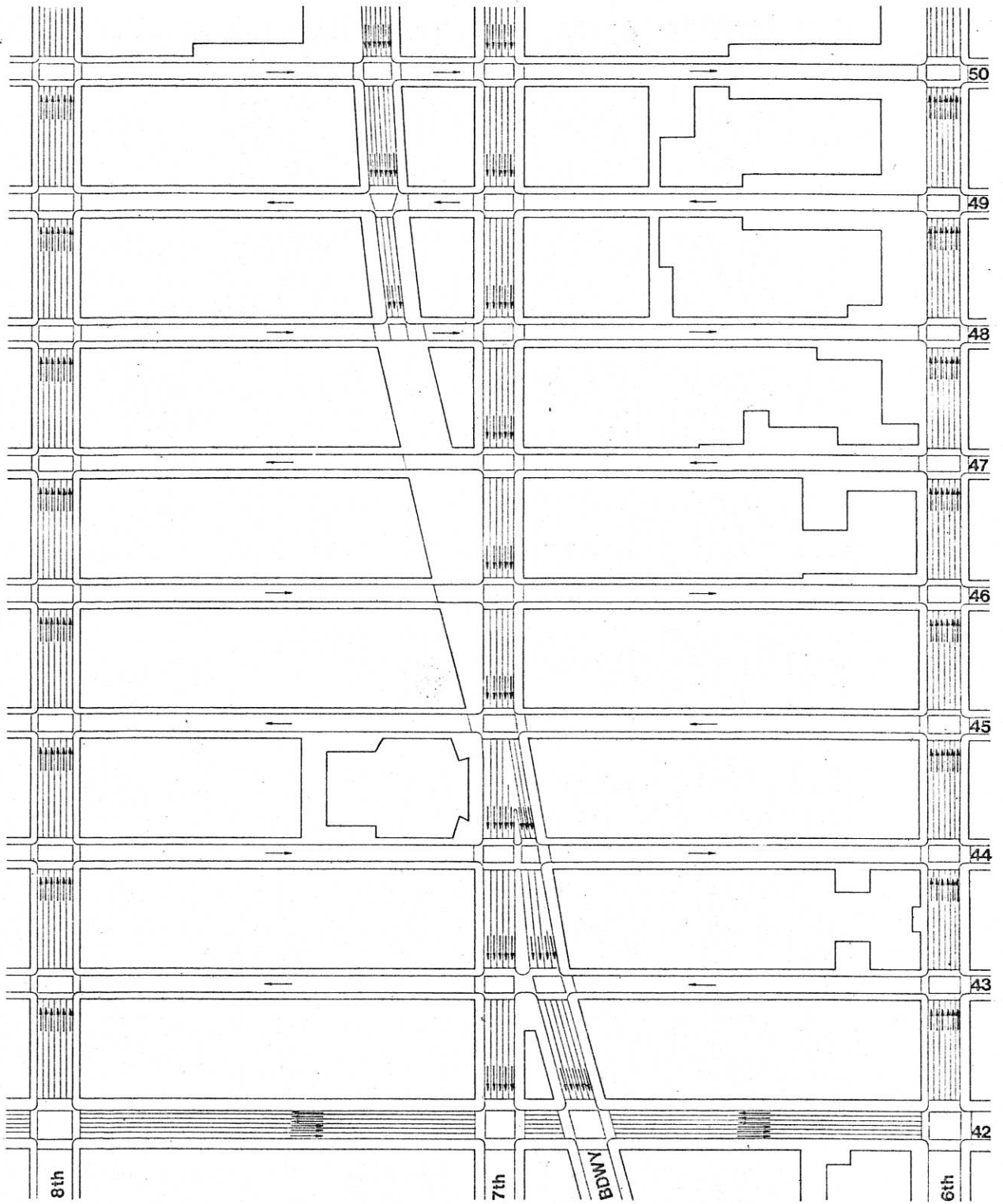
## EXISTING PEDESTRIAN SPACE

- BUILDINGS
- ROADWAYS
- CROSSWALKS
- PEDESTRIAN

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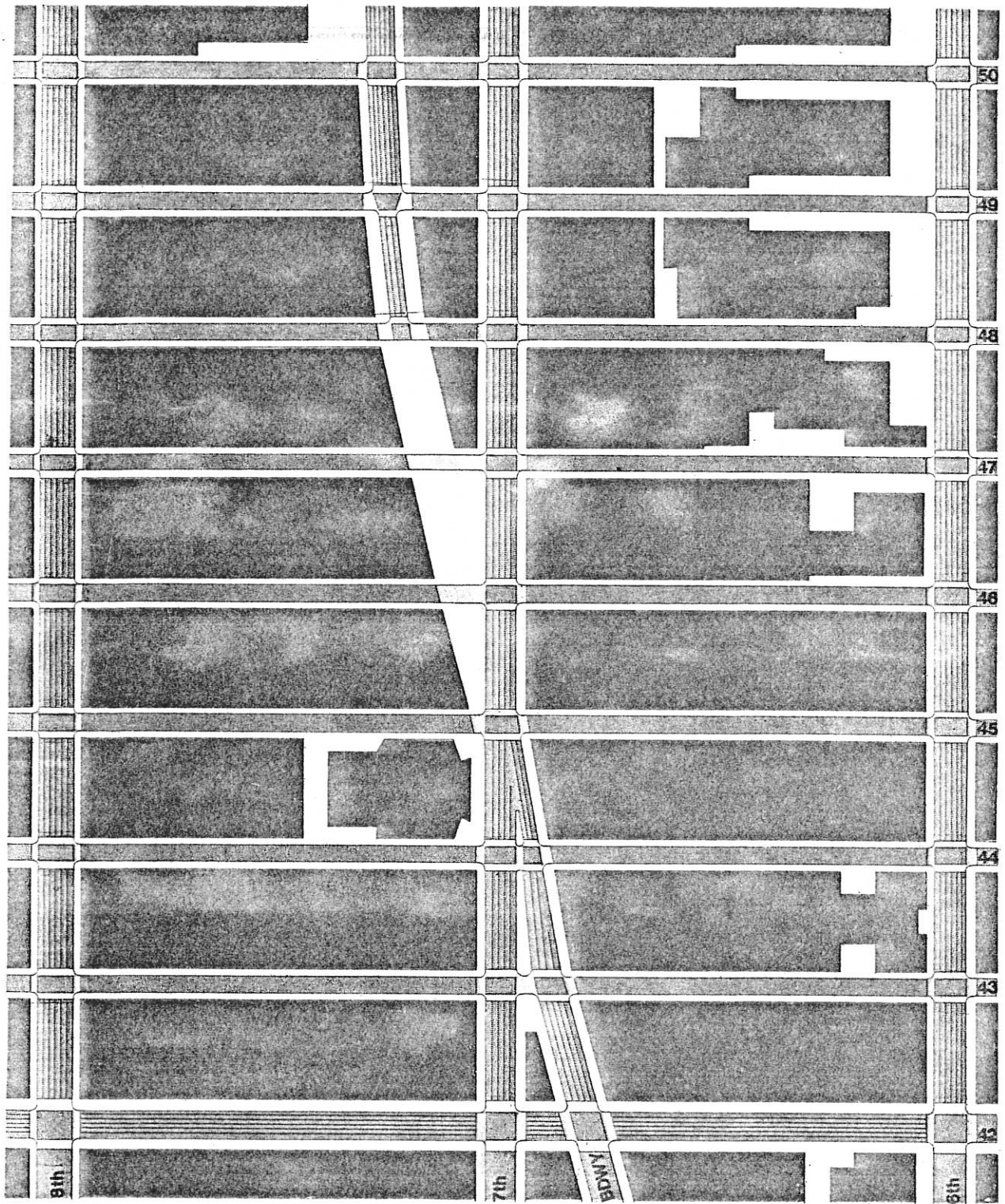
# PROPOSED TRAFFIC PATTERN

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## PROPOSED PEDESTRIAN SPACE

- BUILDINGS
- ROADWAYS
- CROSSWAYS
- PEDESTRIAN SPACE

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