



Rendering by W Architecture and Landscape Architecture

Hudson Street

This spring, we announced the contractor team for the next phase of our Hudson Street redesign, including Prima Paving Corporation, Sam Schwartz Engineering, D.P.C, and MNLA. The \$12MM project, a partnership with the city's Economic Development Corporation and the Department of Transportation, will create a protected bike lane while transforming our stretch of Hudson Street into a grand boulevard.

The design-build approach—which is new to City contracting—combines the design and construction contracts under a single process, substantially reducing the amount of time for project implementation. This method has been proven to significantly increase efficiency, minimize disturbance to communities, and help reduce overall project costs. Construction will be underway in 2020. We're thrilled to be on the cutting edge of City infrastructure!

Some of the project's main features include

- Parking-protected bike lane on Hudson Street from Houston to Canal
- New benches providing approximately 168 additional seats
- Using continuous tree pits and permeable pavers to maximize storm water capture
- 8,059 square feet of planting areas filled with various trees, shrubs, and perennials
- Extension of the sidewalk up to five feet
- Sidewalk realignments and new pedestrian ramps
- 2,255 square feet of allowable space for future sidewalk cafés
- Over 20 additional bicycle parking spots

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Hudson Square Canvas

Hudson Square has always been the neighborhood on the creating edge of innovation. Formerly the Printing District of the 1920s, home to whirring presses and printers' magic, today's Hudson Square remains the heart of NYC's creative economy, hosting digital wizards, brilliant broadcasters, talented trendsetters, serious scientists, and global brand beacons. They come for the creative energy, human-scale streets, and expansive office space, and the excitement of a community on the move—where an industrious past is the foundation for a bold stake in what's to come. Since 2009, the Hudson Square BID has brought the creative energy from inside our buildings out onto

the streets with our state-of-the-art outdoor spaces and community programs. This year, we unveiled a new public art initiative, *Hudson Square Canvas*, that reinforces Varick Street as a pedestrian boulevard through a dynamic urban art gallery of large-scale street art installations. In celebration of our 10 years as an organization, this gallery is our gift to the neighborhood and an exhibit that tells the story of Hudson Square's evolution on the creating edge.

Hudson Square Canvas features original artwork from four contemporary artists whose styles complement Hudson Square's values and identity. Artist Greg Lamarche draws inspiration from typography; his artwork on the side of 200 Varick Street conjures the neighborhood's printing past in a fresh and bold way through his use of color and fonts.

Brooklyn-based artist Hellbent's stunning hand-painted mural on the façade of 131 Varick Street uses his unique designs of interwoven color blocks and stenciled

patterns that are drawn from classic fabric and wallpaper motifs. The work's graphic design evokes the storytelling methods of our local media and ad agencies.

The collaborative sculpture of Claudia Ravaschiere and Michael Moss uses 5,000 pieces of translucent acrylic on the fence of Freeman Plaza East, which creates a dynamic prism that echoes the architecture of our neighborhood's expansive and sunlit buildings. And Katie Merz, known for her process of weaving personal, site-specific stories to create pictograms and hieroglyphs, uses 161 Varick and 181 Varick as her canvases for pieces that reflect both the history and present moment of the neighborhood.

We would like to thank Edison Properties, GFP Real Estate, Marriot Hotel, and the Port Authority of NY & NJ for allowing the community to use their buildings as canvases, and to Sherwin Williams Co. for donating supplies and paint for the program.

@hausmanllc said:

Liking the new color in the neighborhood popping over at 131 Varick, courtesy @hellbent_ and @hudsonsquarenyc. We'll have to keep a look out for more #hudsonsquarecanvas! 🙌

@yoknapatawpha said:

Hudson Square got a little more colorful in August. Several murals and art pieces were added along Varick Street.



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