

Hudson Square BID is formed, as we establish ourselves in the community

30,000 Daytime Population in Hudson Square

20 Grab and Go Lunch Options

2 Public Spaces

New Tenants: Edelman and Horizon Media



2009

Released Request for Proposals (RFP) for our Streetscape Master Plan for the neighborhood

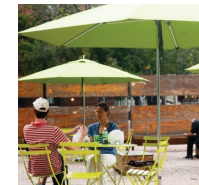
Debuted Human Resources Breakfast, hosted by Edelman

New Tenants: Edelman and Horizon Media

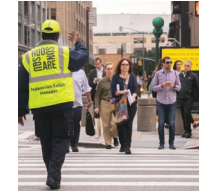
First Annual Meeting with Adam Moss (editor in Chief of NY Magazine), Jeff Jarvis (Buzz Machine), and Kurt Anderson (WNYC Studio 36) at The Jerome L. Greene Performance Space

First Earth Day event and first annual daffodil planting brought together 300+ people from 200 companies

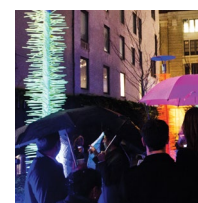
2010



Lentspace opened, transforming an open lot near Duarte Square into a temporary open space and retail venue



Debuted our Pedestrian Safety Managers (PSMs) pilot program on Varick Street; their deployment decreases blocked intersections and crosswalks by 45% and horn honks by 36%



Flaming Cactus public art display installed on DOT street poles all over the neighborhood



Preliminary traffic and pedestrian study identified quick fixes (see 2011 for implementation)



New Tenant: Westville and NY Genome Center

35 Bike Racks Installed



Quick traffic fixes in partnership with Community Board 2 and NYC Department of Transportation: New signage, street markings, countdown signals, and a cross walk at Watts Street



New Tenant: Children's Museum of the Arts

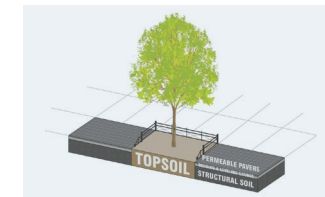
1,000 Twitter Followers at #HudsonSquare

2011

Pedestrian Safety Managers became a permanent fixture during weekday rush hour on Varick Street

Pedestrian traffic islands adjacent to Freeman Plaza are opened, improving pedestrian safety by the Holland Tunnel

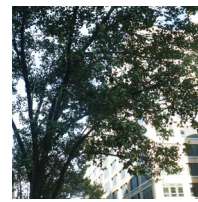
Opened Freeman Plaza West



The Hudson Square Standard (HSS), our tree planting program, is unveiled, with permeable pavers and extra-large tree pits that allow for stronger and healthier trees; program is funded with \$1.2MM of BID funds

2012

\$27MM Hudson Square is Now, the BID's Streetscape Improvement Plan, is launched, tackling four major public-private partnership projects: Spring Street Park District-Wide Improvements, Redesign of our Hudson Street corridor, Spring Street's distinctive lighting and planting



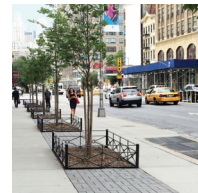
140 Trees Planted or Retrofitted Using HSS

New Tenants: Houseman Restaurant, Lazy Point, DogPound, and Souk and Sandwich

Norman Buchbinder Placemaking award for Hudson Square is Now

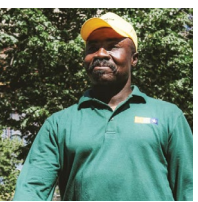
Hudson Square rezoned to create a mixed-use neighborhood

New Tenants: Medidata, Dig Inn, 2 Sigma Ventures



30 Trees Planted as Part of Our First Phase of HSS

2013



Neighborhood super, Robert Awuah, is hired to help maintain improvements

American Society of Landscape Architects Merit Award given to Hudson Square Standard

Opened Freeman Plaza East and North

Distinctive lighting installed along Spring Street

New Tenants: Gregory's and Squarespace

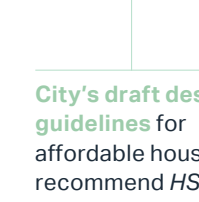
\$1.93MM in EDC Funding for Spring Street Park and Received PDC Approval for Preliminary Design



2015



MAStErworks Best New Urban Amenity awarded by Municipal Art Society's for HSS



City's draft design guidelines for affordable housing recommend HSS as best practice

+11% Increase in Pedestrian Movements

+14% Subway Ridership



Received \$3.5MM in City funding for Streetscape improvements



HSS Awarded IDA Merit for planning

Started Hudson Square's Instagram account



\$4MM in City Council Funding Received for Hudson Street



27 New Bike Racks and a Shared Bike Lane on Spring Street Installed

52.5% Office Vacancy Rate Dropped to 3.7% in Local (from 7.8% in 2009)

New Tenants: UEG, Galvanize, One Kings Lane, Café Altro Paradiso, Le Pain Quotidien, and JuicePress

Every phase of Hudson Square is Now funded and in some phase of implementation



Spring Street Park finishes design and transitions into a construction project in partnership with the Department of Parks and Recreation

Began the process to expand our BID boundaries

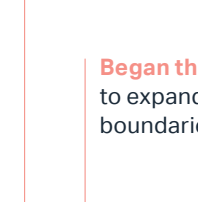
Transit Authority upgrades entrances/exits at the 1 train Houston Street station



Noguchi Octetra sculpture in Freeman Plaza East, installed thanks to a generous donation from the Minskoff family

\$2MM in City Funding for the Final Phase of Hudson Street

250 Trees Planted or Retrofitted by the End of Planting for HSS



2016

Crossing elves first appeared on Varick Street (NYT front cover 12/23/16)

2017



Chelsea CTE students and mentors from local companies jointly design banners on Spring Street Park fence

New Tenants: MAC Cosmetics, Glossier, Bed Bath and Beyond's Design Studio, Chalais, Seven Grams Caffe, Harry's, NYU Biolabs, and Local & Vine



Hudson Scare debuted with custom spooky cocktails in local bars, custom street team dressed as witches, and company costume contests



Spring Street Park ground breaking event

Study shows PSMs lead to a: 45% Decrease in Blocked Intersections and Crosswalks

36% Decrease in Honked Horns

550 Washington Street rezoning enacted, moving the neighborhood another step towards becoming a 24/7 neighborhood

\$4MM in City Funding for Pedestrian Safety and Traffic Mitigation



Peanuts murals installed around Hudson Square

Released congestion pricing/toll shopping study and OpEd showcasing the benefits two-way tolling on the Verrazano-Narrows Bridge would have on local traffic

Completed our long-term financing with the issuance of 15-year tax-exempt bonds in the amount of \$9.243MM and a \$2MM line of credit

2018



Spring Street Park officially opened with a ribbon cutting celebration

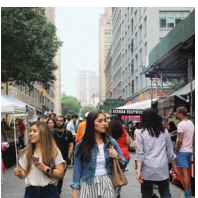
New Tenants: Disney, Google, Oscar Health, Flatiron Health, Whitmans, Blue Bottle Coffee, Nonna Beppa, Trader Joe's, Shake Shack, and Color Factory



Renovated Freeman Plaza West with new furniture, 900-square-foot turf lawn and new programming

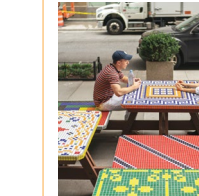
PSM program expanded for extended hours on high traffic days such as holidays and long weekends

Annual fair on King Street debuted in partnership with PopUpNY



BID's boundaries expanded

New Tenants: SolidCore, CVS, I heart Panzorro, and Torch and Crown



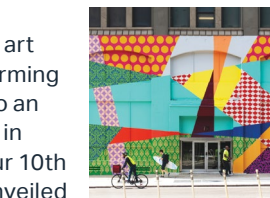
King Street between Hudson and Greenwich is activated as a new temporary open space with a DOT Street Seat and interactive sculpture

2019



Design-build team for Hudson Street announced; a \$12MM initiative to add a protected bike lane, expanded sidewalks with new seating, and planting areas

Hudson Square Canvas, a public art program transforming Varick Street into an urban art gallery in celebration of our 10th anniversary is unveiled



7 Public Spaces

70,000 Daytime Population



300+ Volunteers Participated in Our Earth Day Tree Guard Restoration Event

HUDSON SQUARE

CELEBRATING 10 YEARS OF COMMUNITY