

SoHo Broadway District Management Association, Inc.

Community Roundtable – January 20, 2022

Meeting Minutes

Pursuant to a written notice via email, website, and social media, members of the public attended an information session (Community Roundtable) organized by the SoHo Broadway District Management Association, Inc. (dba SoHo Broadway Initiative) on Thursday, January 20, 2022 remotely via Zoom at 8:30 a.m.

Executive Director Mark Dicus gave welcome and introduced fellow staff member Brandon Zwagerman, Board members Anders Holst and Brian Steinwurtzel and Mike Lydon, Principal of Street Plans.

Mark and Mike gave an overview presentation on the SoHo Broadway Public Realm Framework and Vision Plan. ([slides here](#))

Q&A

- Question about honking. Could signs/imposing fines help? Traffic agents could be part of solution but design is key. Traffic weaves in and out on Broome.
- Comment about need for public art. Agreed.
- Comment that plan is “top down” and not organic. These are long-standing problems which have grown organically. Not top-down but one vision with ideas of how to address.
- Question about how to mitigate noise (e.g. buskers). Having public space next to buildings is a challenge; noise informs way we think about programming space.
- Question about whether organizations on other nearby streets work on same issue and instead push traffic back to Broadway. It is a network challenge. City needs to do studies. Congestion pricing expected to help somewhat as well. City needs to coordinate planning work happening at local scales.
- Question about impact of pedestrian projects in other BIDs on retail. Have seen a lot of success in other BIDs so they have often moved from interim interventions to capital projects (e.g. Meatpacking).
- Question about how to maintain deliveries. Need to maintain access for delivery and service vehicles but divert through traffic around these neighborhoods.
- Question about how changes could start in a small way more quickly. Interim projects and experiments, NYC DOT to do study.
- Question about plan for getting input from those not in BID. We welcome feedback from all community members. Much of this vision will require City and community input and partnership to advance.

Mark closed with a District Update: Clean Team working on snow removal. Vacancies

decreasing. Rezoning completed, although disappointed conversion fee maintained.
Glad to see companion legislation w/ increased penalties vetoed.