

BROADWAY MALLS PUBLIC ART

FIELD GUIDE TO PRIMARY INSTALLATION SITES



BYWAY
MALL ASSOCIATION

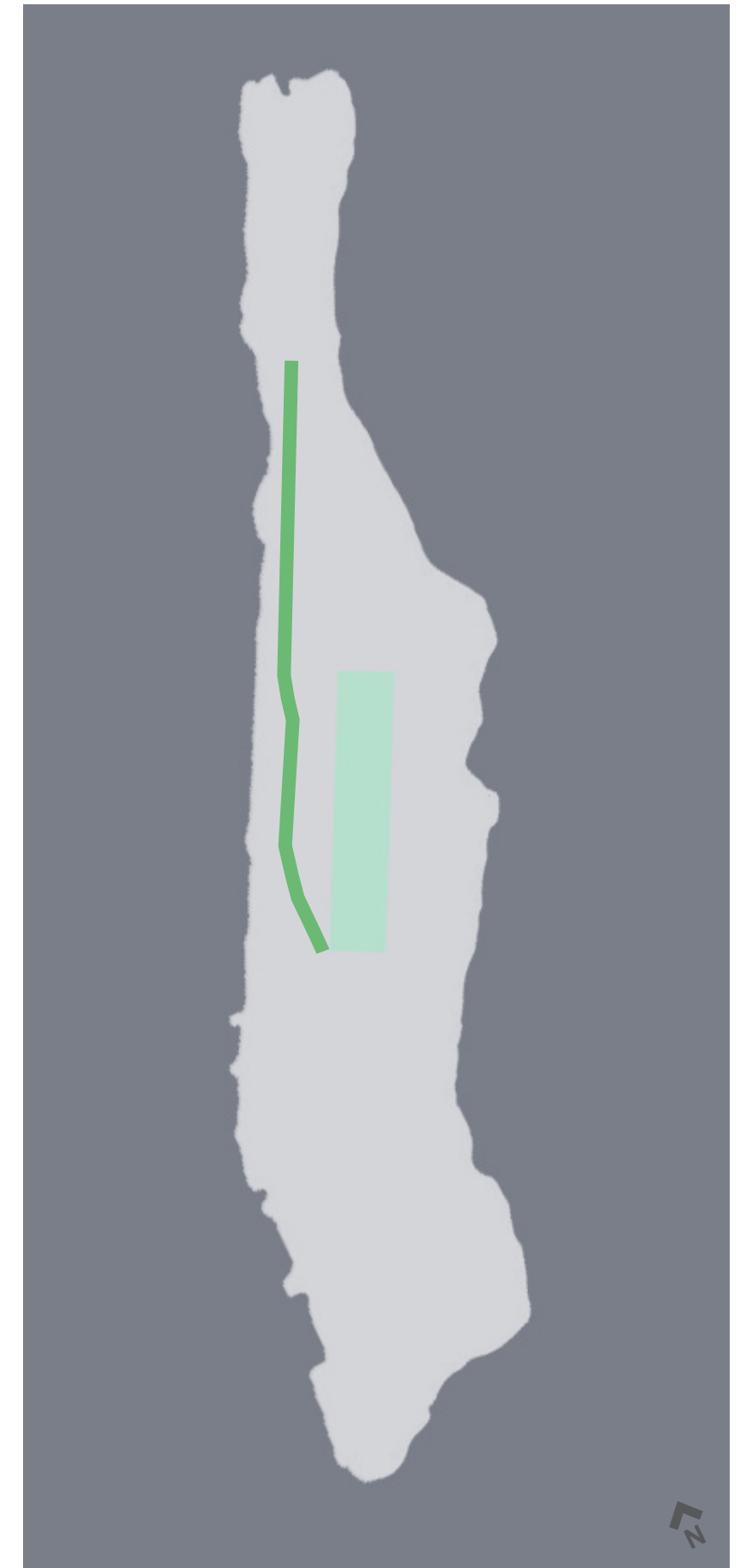
BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites

Broadway Malls Overview:

- 5 miles of malls extend a distance of 7 miles from 60th Street to 168th Street.
- The malls comprise 10.6 acres of green parkland.
- The malls cover 7 different neighborhoods along the Upper West Side of Manhattan.
- The malls are more than 150 years old.
- The nonprofit BMA maintains, greens and programs the malls with contributions from the public.

Prior Exhibitions along Broadway Malls include:

- 2004--2005, Tom Otterness
- 2007, Boaz Vaadia
- 2008, Chakaia Booker
- 2009--2010, Carole Eisner
- 2010--2011, Manolo Valdés
- 2011--2012, Peter Woytuk
- 2012--2013, Saint Clair Cemin
- 2014--2015, Broadway Morey Boogie (group show of 10 artists)
- 2015--2016, Don Gummer
- 2017--2018, Joy Brown
- 2018-2019, Kathy Ruttenberg
- 2019-2020, Nicolas Holiber
- 2021-2022, Jon Isherwood
- 2024--2025, Sean Scully
- 2025, Carl D'Alvia



Extents of Broadway Malls on the Island of Manhattan

BROADWAY MALLS PUBLIC ART Field Guide to Primary Installation Sites





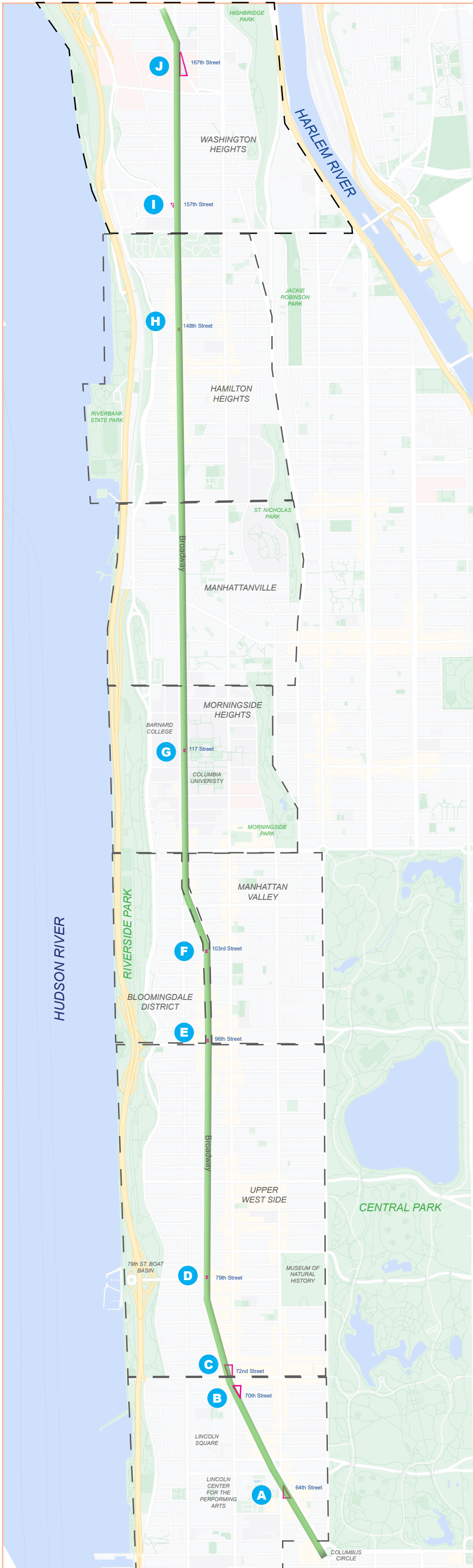
BROADWAY MALLS PUBLIC ART

FIELD GUIDE TO PRIMARY INSTALLATION SITES

Broadway Malls, Looking North From Columbus Circle



BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites



KEY MAP

*Primary Sites
for Public Art
Installations*

J 167th Street
(Mitchel Square)

I 157th Street
(Ilka Tanya Payán Park)

H 148th Street

G 117th Street (“Columbia Gates”)

F 103rd Street

E 96th Street

D 79th Street

C 72nd Street

B 70th Street (Sherman Square)

A 64th Street (Dante Park)

6.8 Miles



Guidelines and Information for Temporary Public Art Installations

The Public Art Committee of the Broadway Mall Association (BMA PAC) and NYC Parks' Art in the Parks program provide a unique opportunity to present sculpture to the public along the Broadway Malls. Exhibitions are first proposed to the Public Art Committee of the Broadway Mall Association which then recommends them to NYC Parks' Art in the Parks program for approval. Exhibitions are presented under the auspices of both organizations in collaboration with the chosen artists, their galleries and/or other related arts organizations. They are typically 6 - 9 months in duration. Sculpture may be installed on the hardscape at the end of each mall or, occasionally, in the planted "in-beds." Art on the hardscape is typically fully accessible to viewers. Spectators are discouraged from accessing the in-beds. Possible locations on the malls stretch from Columbus Circle to Mitchel Square at 167th Street, except the areas where the subway is above ground and there are no pedestrian malls.

Physical Characteristics and Limitations

The malls vary in size and configuration. Sculptures typically show to best advantage on the hardscape at each end of a mall, but interior locations may also be suitable. The BMA PAC works with artists and/or galleries to achieve visibility and harmony with the locations selected. Public safety and security of the pieces are prime considerations. The BMA PAC and Parks work with exhibitors to meet these considerations. Sculptures may need to be anchored to the hardscape, restoration of which will be the responsibility of the exhibitor. Sculptures cannot be anchored to hex pavers, though anchoring to asphalt/concrete is permitted. Freestanding artworks that are not anchored should weigh at least 1,000 lbs.

Physical Characteristics

The varied configurations of the malls lend themselves to display of a wide range of sculpture size and weight. Interested exhibitors are encouraged to examine the full extent of the malls in preparation for submission of a proposal. While exhibitors are encouraged to propose specific sites, the BMA and Parks reserve the right to final determination of exhibition sites and must approve all siting. Number of works: discretion of the artist (with BMA PAC and Parks input and final approval); use of at least three or more malls is encouraged. Depending on seasonal plantings, sculpture placement may be permitted within the flower beds in the malls. Expenses related to restoring or replacing plant material damaged in installation or de-installation will be borne by the exhibitor. Sculpture should not obstruct driver sight lines to traffic lights on Broadway (both north and south bound lanes). Sculpture must be secured to prevent theft or damage and maintained to be free of damage and/or graffiti, and the Broadway Mall Association assumes no responsibility for the art on display.

Additional Considerations

Exhibitors must retain professional riggers/installers. If cranes and lane closures are needed, permits must be obtained from the Department of Transportation.

Transport/Installation

Artists or their galleries must arrange for sculpture delivery, installation and de-installation on the malls in coordination with Parks and the BMA PAC. A representative of the BMA PAC must be present for the installation/de-installation.

Property and liability insurance must be provided by the artist and/or sponsor, the latter naming the Broadway Mall Association as an additional insured. Artist and/or sponsor must provide the Parks Department a maintenance and restoration bond in the form of a certified check (amount to be determined depending on sculpture size and quantity).

Exhibitor and/or sponsor will be responsible for the costs associated with an exhibition, including fabrication of artwork (if appropriate), installation, de-installation, transportation, insurance, and maintenance.

Installation is generally permitted from 10:00 p.m. to 6:00 a.m.

Trees and shrubs on malls should not be part of any installation except in the least intrusive way. (Care should be taken to avoid damage to permanent plantings and trees during sculpture placement and de-installation.)

As necessary, Parks and the BMA PAC will assist exhibitors in obtaining approval from community boards and the Lincoln Square Business Improvement District (for sculpture on the malls North of Columbus Circle to 70th Street).

Broadway Mall Association Public Art Committee Review Process

The Public Art Committee of the Broadway Mall Association reviews all proposals and makes recommendations to NYC Parks' Art in the Parks program.

Please send proposals to:

Broadway Mall Association Public Art Committee
2095 Broadway, Suite 403
New York, NY 10023
info@broadwaymall.org

Once approved by the BMA PAC, proposals should be sent to the following:

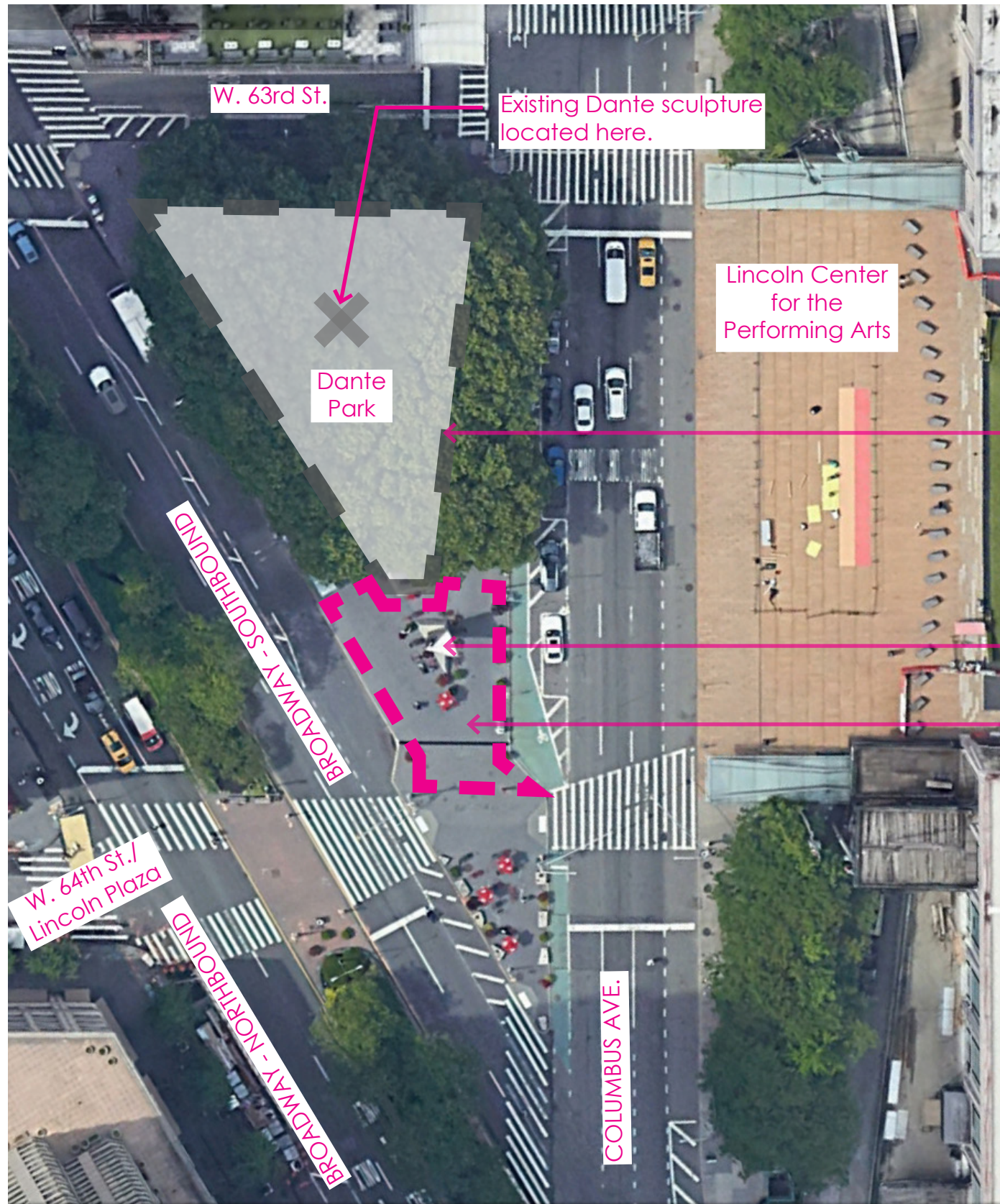
Public Art Coordinator at NYC Parks, The Arsenal, Central Park
Room 20, 830 Fifth Avenue, New York, NY 10065.
(212) 360-8163
artandantiquities@parks.nyc.gov



BROADWAY MALLS PUBLIC ART Field Guide to Primary Installation Sites

64th STREET AT DANTE PARK





Aerial: 64th St. at Dante Park

SCALE: N.T.S 

Existing Dante sculpture located here.

Lincoln Center for the Performing Arts

Dante Park

Park boundaries denoted with gray dashed line.

Existing Time Sculpture

Artwork is typically installed within plaza area denoted by dashed line.



Plaza at North End of Dante Park, Looking South



Plaza at North End of Dante Park at 64th Street

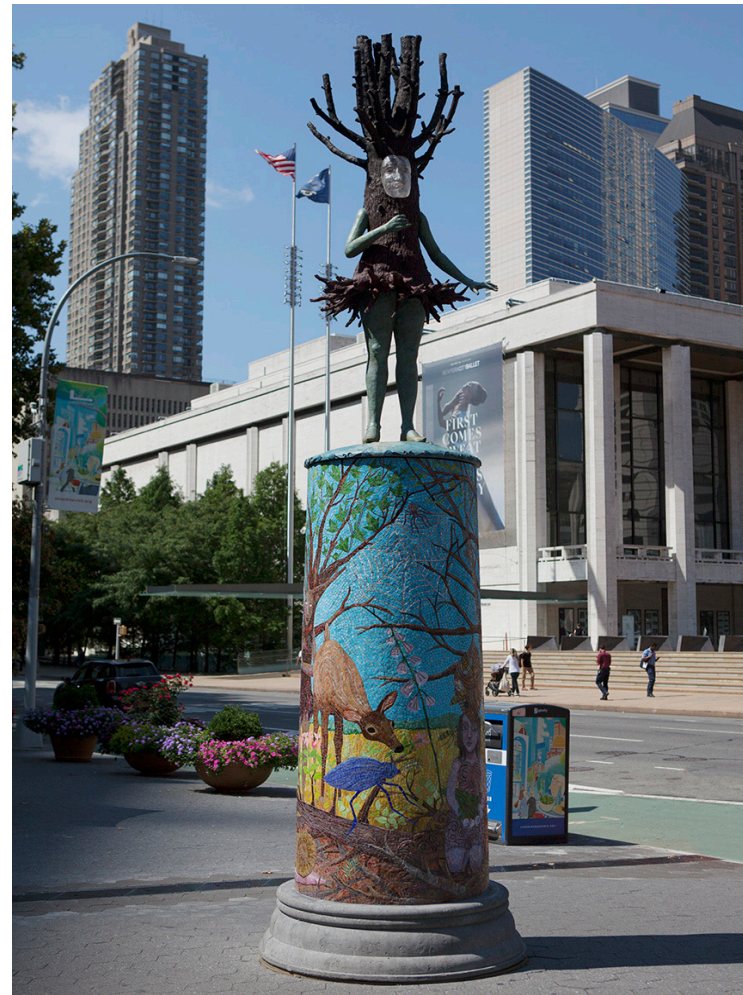
LOCATION: PLAZA AT SOUTH END OF DANTE PARK AT 64TH ST. BETWEEN BROADWAY & COLUMBUS AVE.
 MAX. AVAILABLE AREA FOR INSTALLATION: *Varies.*

SITE OPPORTUNITIES & CONSTRAINTS:

- The site is the existing location for the life-sized, bronze statue of Dante Alighieri (1921) by Ettore Ximenes.
- The plaza to the north of the park is also the location of the Time Sculpture (1999) by Philip Johnson.
- Use of this site requires permission from the Lincoln Square Business Improvement District, coordinated by the BMA Public Art Committee.
- With special permission, lawn area at north end of Dante Park may be considered as a location for installations.
- No anchoring to hex pavers in the hardscape plaza is permitted.
- Artwork should be anchored to a separate footing or base per the artist's design and based on the BMA PAC's and Parks' approval.



Nicolas Holiber (2019-2020)



Kathy Ruttenberg (2018-2019)



Carl D'Alvia (2025)



Peter Woytuk (2011)



Jon Isherwood (2021-2022)

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Sean Scully (2024-2025)

**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**

Previous Site Installation Examples
64th STREET AT DANTE PARK

70th STREET AT SHERMAN SQUARE





Aerial: 70th St.at Sherman Square

SCALE: N.T.S 

Planted area with perimeter fencing.

Approximate installation location.



Plaza at North End of Sherman Square, Looking North



Plaza at North End of Sherman Square, Looking South

LOCATION: PLAZA AT NORTH END OF SHERMAN SQUARE

MAX. AVAILABLE AREA FOR INSTALLATION: *Varies.*

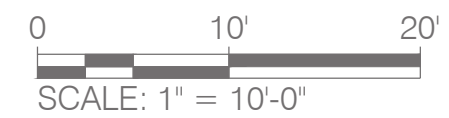
SITE OPPORTUNITIES & CONSTRAINTS:

- This site serves as a “gateway” mall for BMA programming, as it is adjacent to the first mall along Broadway (at W. 70th Street) managed by the BMA.
- The site is a triangular paved plaza with a small planting bed on the southern end of the plaza, and provides a pedestrian refuge for a high degree of pedestrian crossing from various points.
- Artwork must allow for a minimum of 7'-0" to be maintained for clear paths of pedestrian circulation between the outside edges of artwork and any appurtenances within the plaza (i.e., light poles, signage, trees and tree canopies, fencing, or inside edge of curb line).
- Artwork must allow for adequate and accessible circulation to crosswalks.
- Based on the design and scale of artwork within the site, it may be appropriate to consider anti-skateboarding features (i.e. tabs, low barriers, and signage) to be incorporated into the base of artwork.
- No anchoring to the hardscape plaza is permitted.



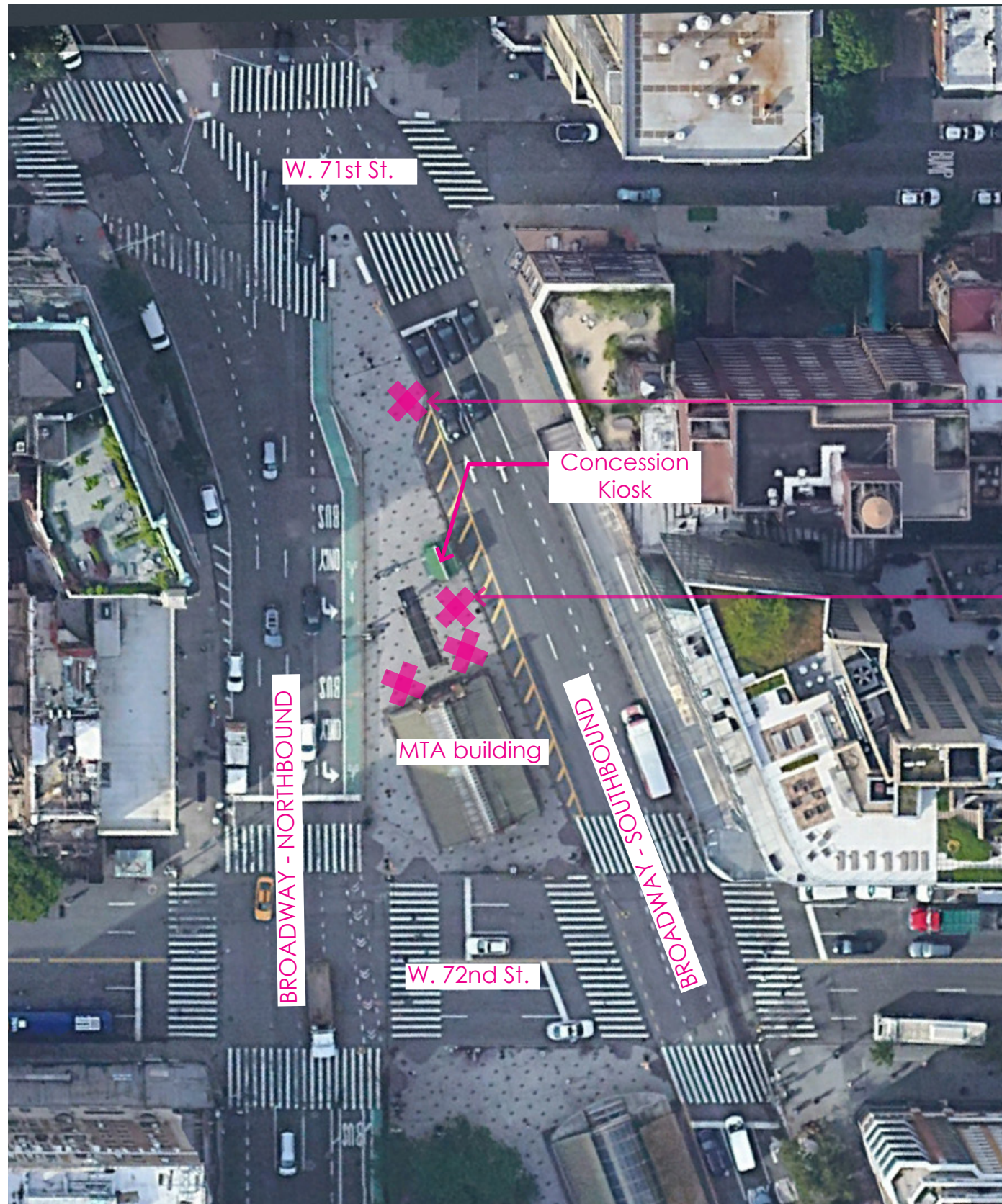
Aerial: 70th St., Northern End of Paved Intersection 

Note:
The 2026-2027 season will host the first exhibition for this location.



72nd STREET





Aerial: 72nd St. Paved Intersection

SCALE: N.T.S 

Artwork is typically installed in this open space.



72nd St. Plaza, Looking Northwest

Refer to dimensioned site plan for southern end of paved intersection on next sheet

Refer to dimensioned site plan for northern end of paved intersection on next sheet

Alternative installation location.



72nd St. Plaza, Looking North

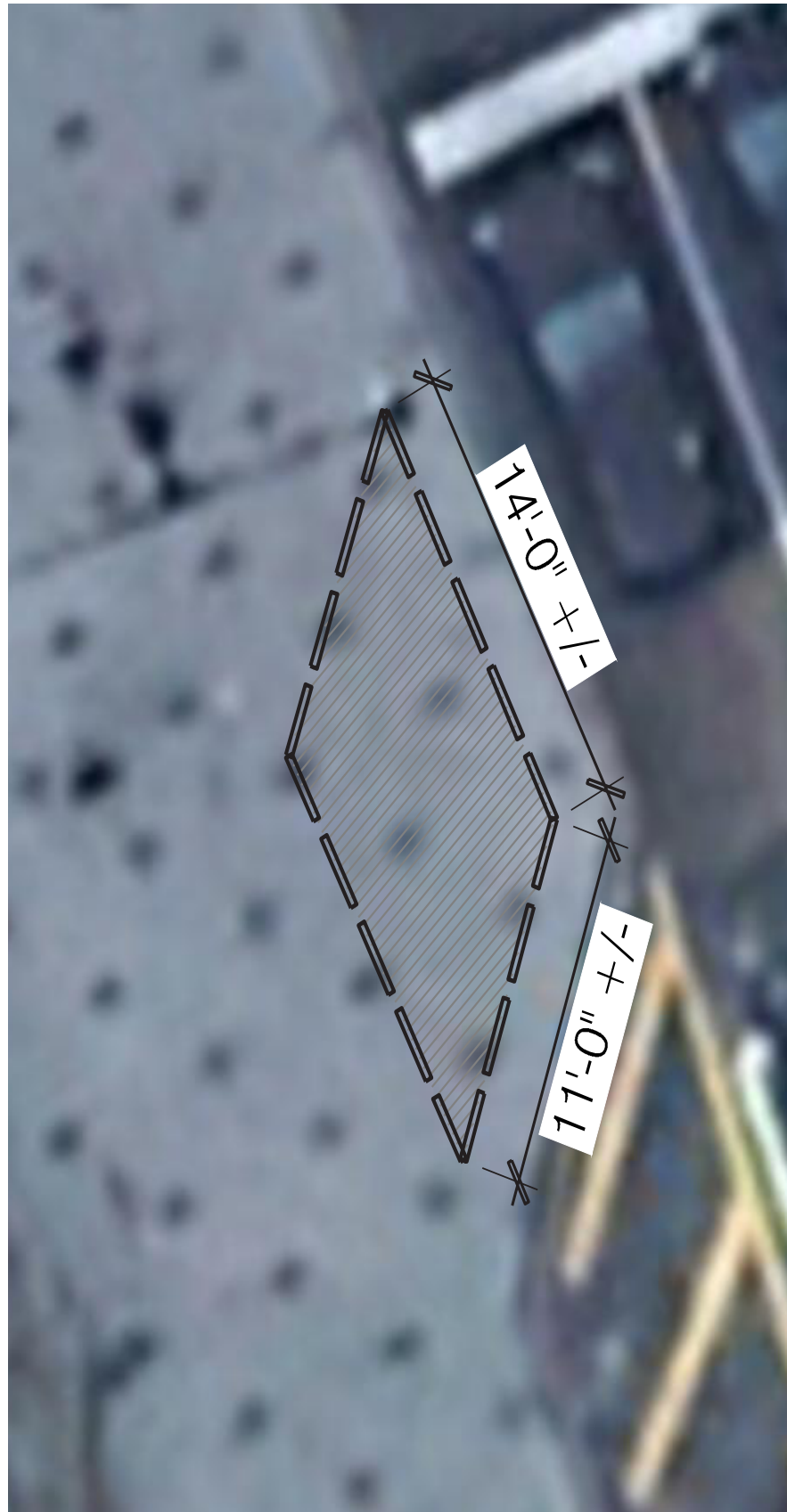
LOCATION: PLAZA BETWEEN 71ST AND 72ND STREETS ON BROADWAY

MAX. AVAILABLE AREA FOR INSTALLATION: *Varies.*

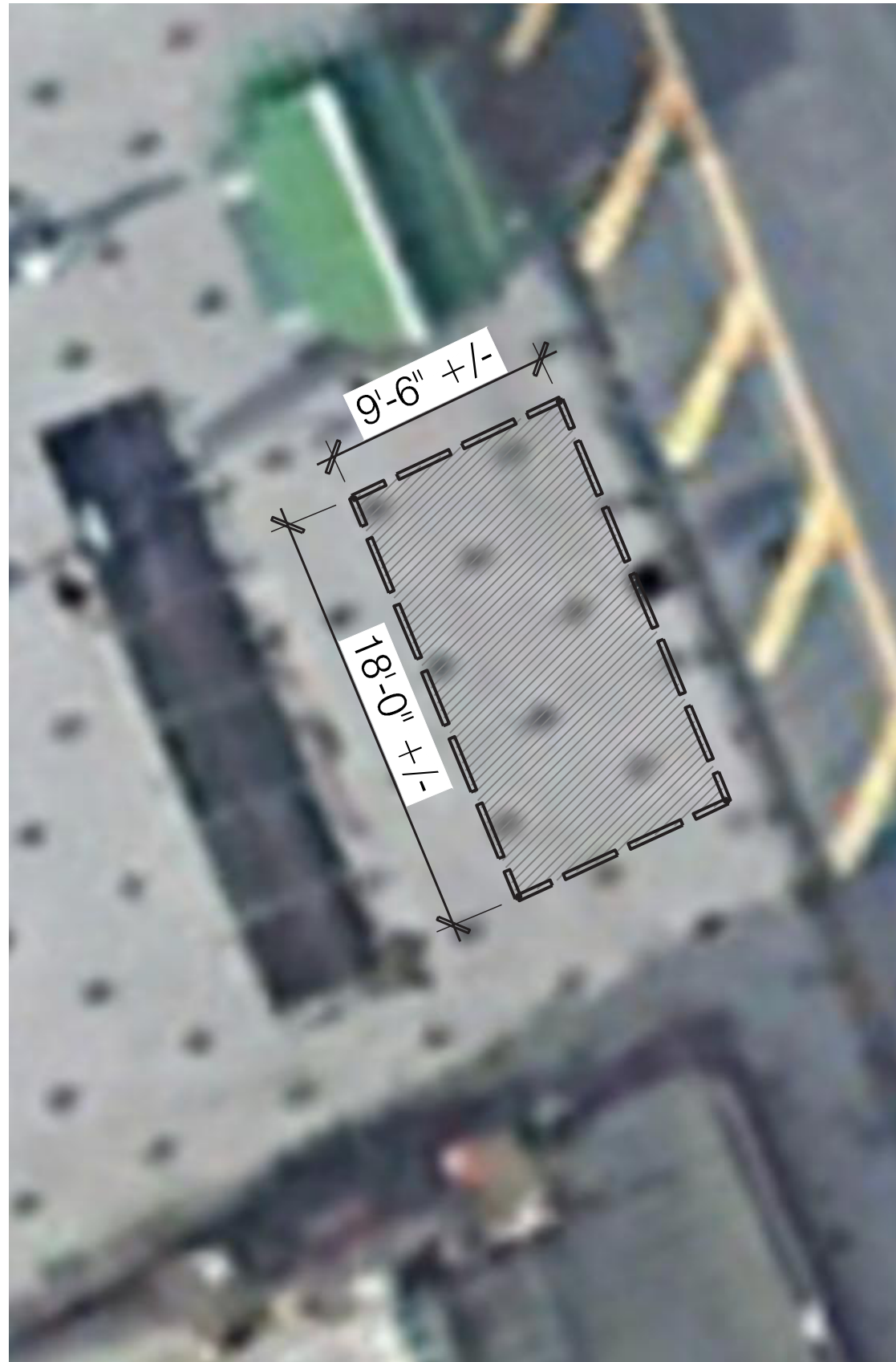
SITE OPPORTUNITIES & CONSTRAINTS:

- *This site is a paved intersection that serves as a public transportation node and a primary connection to Riverside Park at Pier I on the Hudson River.*
- *Access to MTA 72nd Street subway entrance must be kept clear and accessible.*
- *Artwork must allow for adequate and accessible circulation to crosswalks and plaza walkways at terminal entrances.*
- *Site offers various potential locations for artwork installations.*
- *Artwork should be anchored to a separate footing or base per the artist's design and based on the BMA PAC's and NYC Parks' approval.*

**BROADWAY MALLS PUBLIC ART
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Aerial: 72nd St., Southern End of Paved Intersection ↘

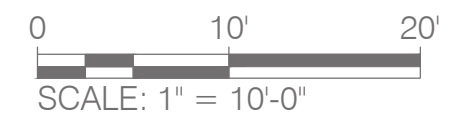


Aerial: 72nd St., Northern End of Paved Intersection ↘



79th St., Looking Southeast

Note:
 Due to this intersection being located within an FAA no-flight zone, drone aerial photography could not be performed. Source of aerials: satellite photograph, Google Earth Pro.



**BROADWAY MALLS PUBLIC ART
 Field Guide to Primary Installation Sites**



Manolo Valdés (2010)



Kathy Ruffenberg (2018-2019)



Saint Clair Cemin (2012)



Don Gummer (2016)



Carl D'Alvia (2025)



Peter Woytuk (2011)

**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**

79th STREET





Aerial: 79th St.

SCALE: N.T.S 



79th St. Plaza, Looking North

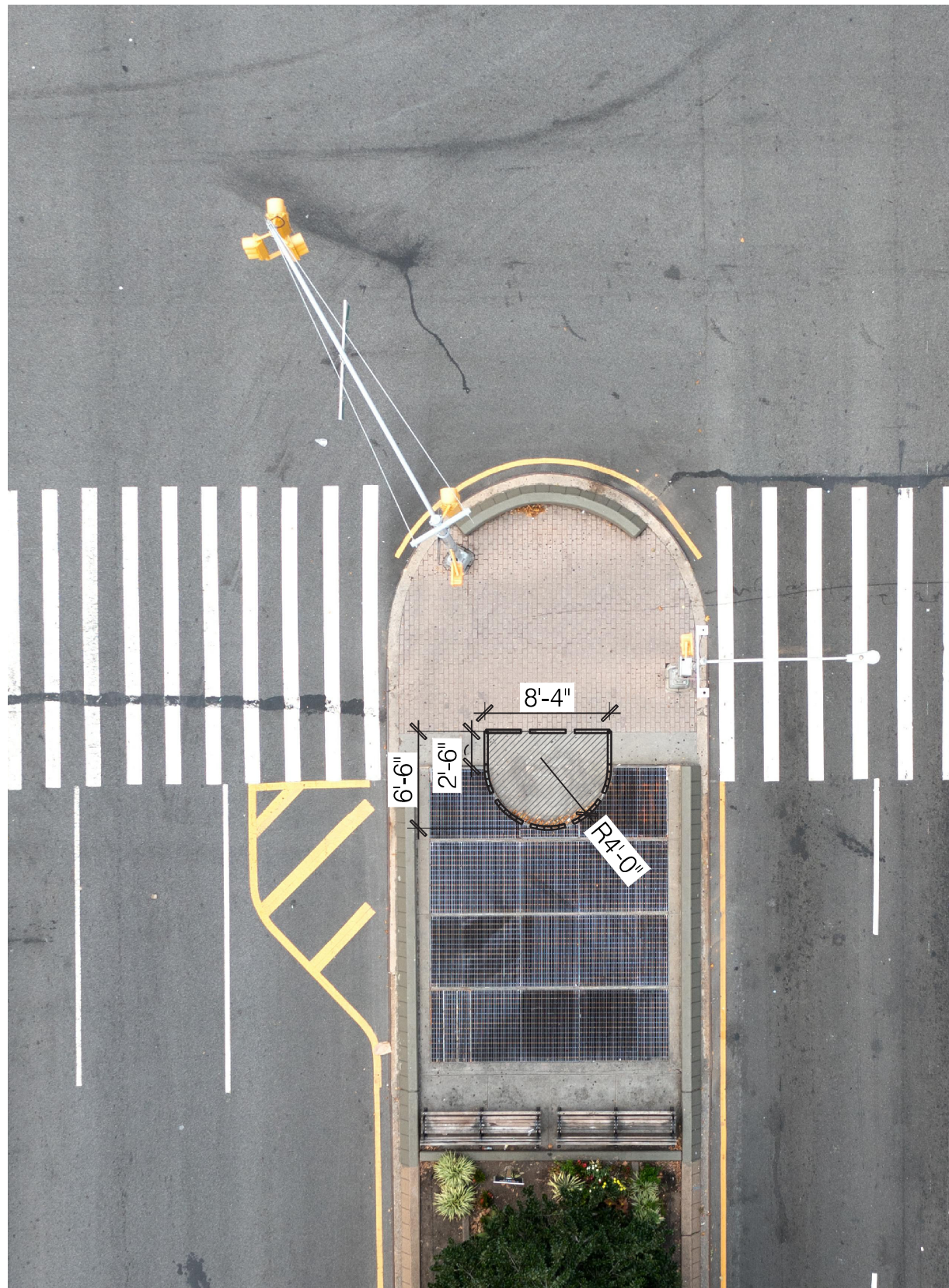
LOCATION: NORTH SIDE OF INTERSECTION OF BROADWAY & 79TH ST.

MAX. AVAILABLE AREA FOR INSTALLATION: 50 SF +/-

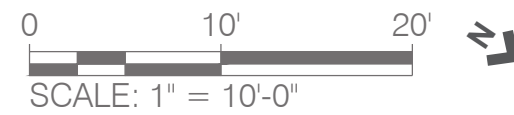
SITE OPPORTUNITIES & CONSTRAINTS:

- This site is located at a public transportation node that serves as a primary connection to Riverside Park at the 79th St. Boat Basin.
- Semi-circular space.
- Artwork must allow for adequate and accessible circulation to crosswalks and seating area with benches to north.
- Artwork should be anchored to a separate footing or base per the artist's design and based on the BMA PAC's and Parks' approval.
- This site is located on a structured roof vault, atop the MTA subway.

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Field Guide to Primary Installation Sites**



Aerial: 79th St.



**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**



79th St., Looking Northwest



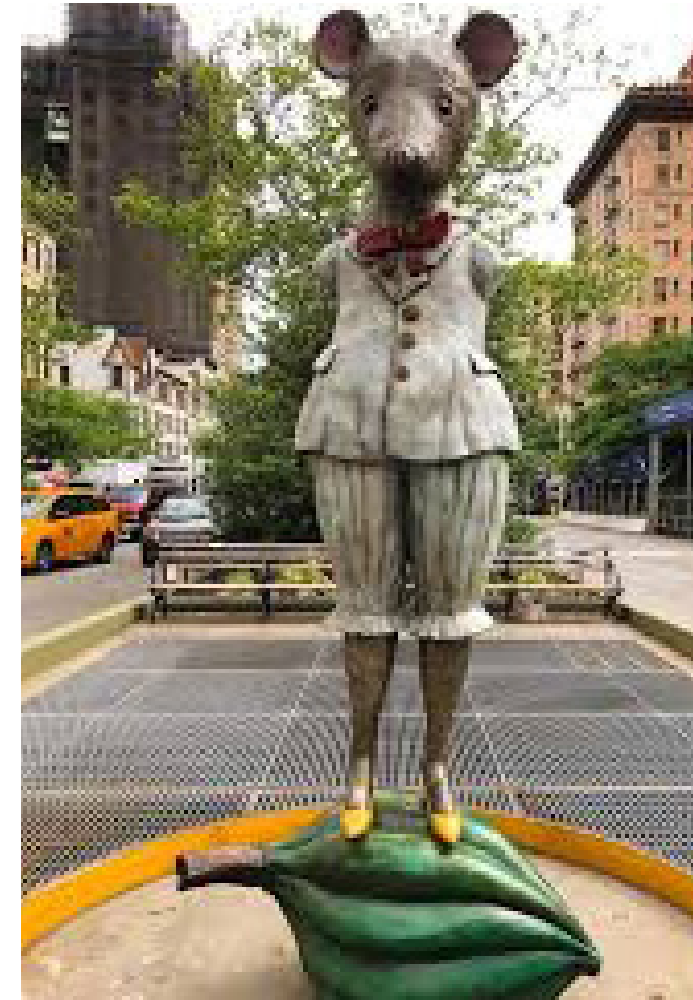
79th St., Looking East



Joy Brown (2017)



Sean Scully (2024-2025)



Kathy Ruffenberg (2018-2019)



Lars Fisk (2015)



Nicolas Holiber (2019-2020)



Jon Isherwood (2021-2022)
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**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**

96th STREET



BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites



Aerial: 96th St.

SCALE: N.T.S



Primary access to Community Center door must be kept clear and accessible.



96th St., Looking North

LOCATION: NORTH SIDE OF INTERSECTION OF BROADWAY & 96TH ST.

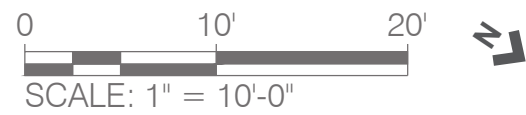
MAX. AVAILABLE AREA FOR INSTALLATION: 270 SF +/-

SITE OPPORTUNITIES & CONSTRAINTS:

- Access to MTA building door must be kept clear and accessible; door is approx. 3'-3" wd.
- Artwork to be offset from building face: 3'-0" min.
- Artwork should be anchored to a separate footing or base per the artist's design and based on the BMA PAC's and Parks' approval.
- This site is located on a structured roof vault, atop the MTA subway.



Aerial: 96th St.



**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**



96th St., Looking Northwest



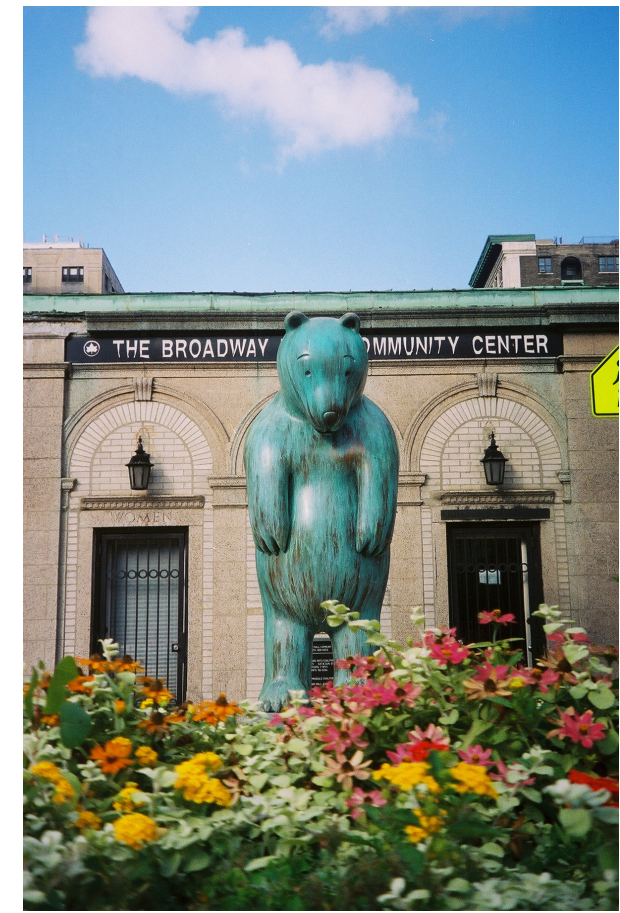
96th St., Looking Northeast



Kathy Ruttenberg (2018-2019)



Peter Woytuk (2011)



Tom Ofterness (2005)



Joy Brown (2017)



Manolo Valdés (2010)

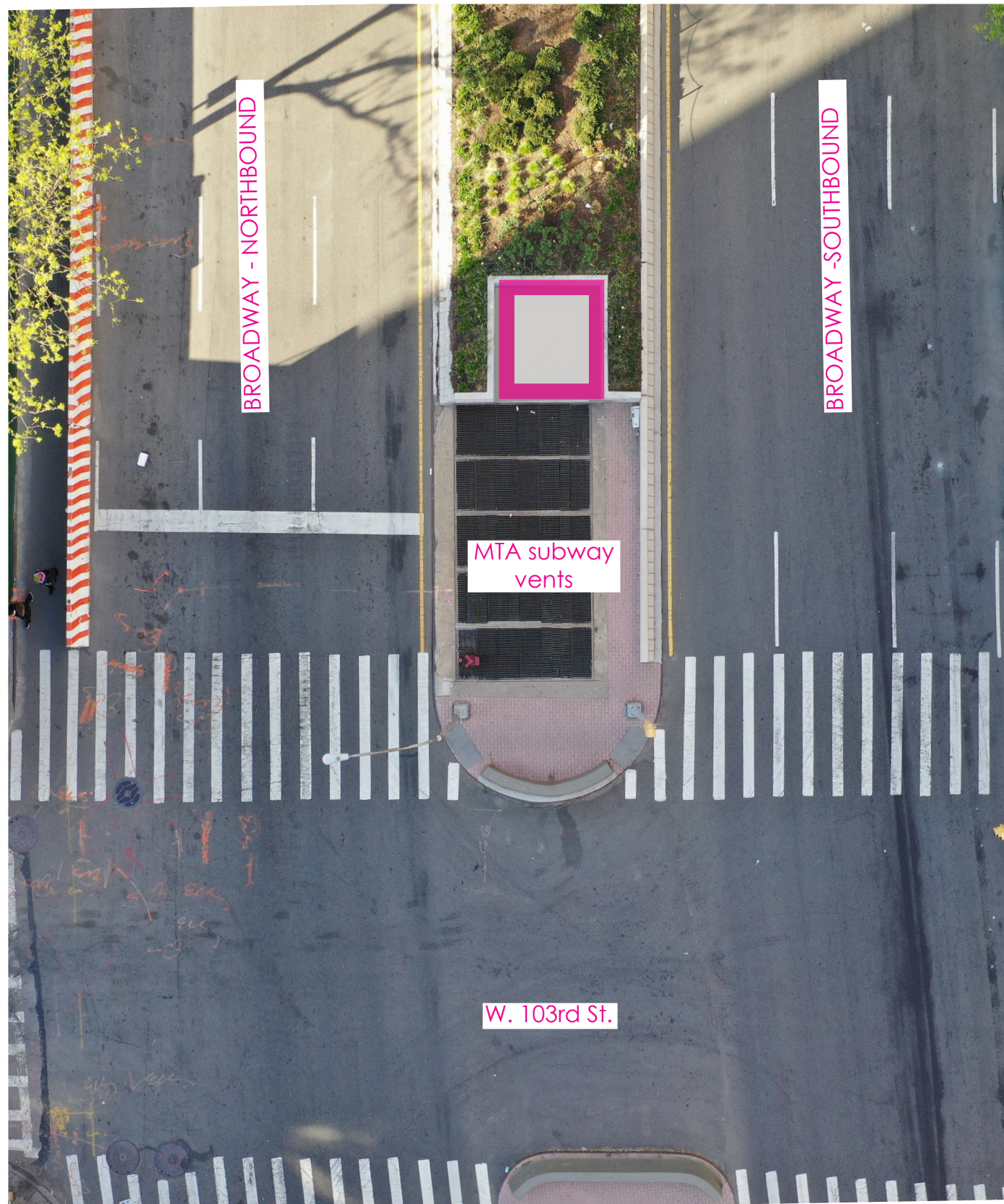


Jon Isherwood (2021-2022)
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**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**

103rd STREET





Aerial: 103rd St.

SCALE: N.T.S 



103rd St. Plaza, Looking South

LOCATION: SOUTH SIDE OF INTERSECTION OF BROADWAY & 103RD ST.

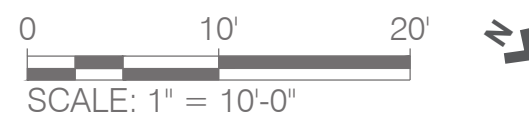
MAX. AVAILABLE AREA FOR INSTALLATION: 104 SF

SITE OPPORTUNITIES & CONSTRAINTS:

- Site is a rectangular, protected nook with curb wall.
- Artwork should be anchored to a separate footing or base per the artist's design and based on the BMA PAC's and Parks' approval.
- This site is located on a structured roof vault, atop the MTA subway, but has been recently restructured to accommodate sculpture.



Aerial: 103rd St.



**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**



103rd St. Plaza, Looking West



103rd St. Plaza, Looking East



Sean Scully (2024-2025)



Don Gummer (2016)

Note: sculpture installed prior to site reconstruction



Carl D'Alvia (2025)



Jon Isherwood (2021-2022)

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**BROADWAY MALLS PUBLIC ART
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Previous Site Installation Examples

103rd STREET

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117th STREET



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Field Guide to Primary Installation Sites



Aerial: 117th St.

SCALE: N.T.S



Primary Columbia University Gates at South Quad at 116th Street.



117th St. Plaza, Looking South

LOCATION: NORTH SIDE OF 117TH ST. & BROADWAY

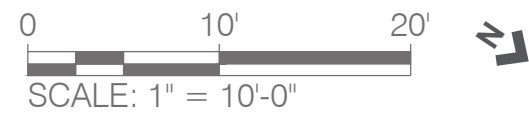
MAX. AVAILABLE AREA FOR INSTALLATION: 50 SF +/-

SITE OPPORTUNITIES & CONSTRAINTS:

- Pedestrian crossing island between gates of Columbia University and Barnard College provides a unique "U" shaped pocket park in the middle of Broadway.
- Artwork must allow for adequate and accessible circulation to crosswalks.
- Artwork must allow for adequate and accessible circulation to perimeter seating area, 3'-0" min.
- Artwork should be anchored to a separate footing or base per the artist's design and based on the BMA PAC's and Parks' approval.
- This site is located on a structured roof vault, atop the MTA subway.



Aerial: 117th St.



**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**



117th St., Looking West



117th St., Looking East



Nicolas Holiber (2019-2020)



Sean Scully (2024-2025)



Kathy Ruffenberg (2018-2019)



Don Gummer (2016)



Carl D'Alvia (2025)



Jon Isherwood (2021-2022)

**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**

Previous Site Installation Examples

117th STREET

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148th STREET



BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites



Aerial: 148th St.

SCALE: N.T.S 



148th St., Looking North

LOCATION: SOUTH SIDE OF INTERSECTION OF BROADWAY & 148TH ST.

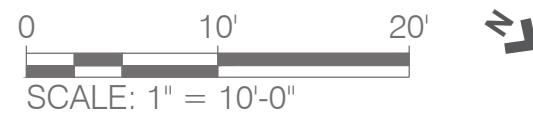
MAX. AVAILABLE AREA FOR INSTALLATION: 40 SF

SITE OPPORTUNITIES & CONSTRAINTS:

- This semi-circular space is located at one of the “walk-through” segments of the Mall. These segments provide a stretch of shaded area for benches, game tables, and for walking along the center of the Mall where there is typically planting.
- Artwork must allow for adequate and accessible circulation to crosswalks.
- Artwork may be anchored to the hardscape or should be anchored to a separate footing or base per the artist’s design and based on the BMA PAC’s and NYC Parks’ approval.
- This site is located on a structured roof vault, atop the MTA subway.



Aerial: 148th St.



**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**



148th St., Looking West



148th St., Looking Northeast



Nicolas Holiber (2019-2020)



Jon Isherwood (2021-2022)



Joy Brown (2017)

**BROADWAY MALLS PUBLIC ART
Field Guide to Primary Installation Sites**

157th STREET AT ILKA TANYA PAYÁN PARK





Aerial: 157th St.

SCALE: N.T.S 

Park boundaries denoted with dashed line.

Denotes potential location(s) for artwork. Limited to (1) installation within the park.



Ilka Tanya Payán Park, Looking North



Ilka Tanya Payán Park, Looking Southwest

LOCATION: ILKA TANYA PAYÁN PARK AT 157TH ST. & BROADWAY

MAX. AVAILABLE AREA FOR INSTALLATION: *Varies, but should not exceed 25-50 SF.*

SITE OPPORTUNITIES & CONSTRAINTS:

- This site is a triangular park with a high degree of pedestrian traffic crossing the park from various points.
- Artwork must allow for adequate and accessible circulation to crosswalks.
- Artwork is limited to (1) installation at this site.
- Artwork should be anchored to a separate footing or base per the artist's design and based on the BMA PAC's and NYC Parks' approval.



Jon Isherwood (2021-2022)



Kathy Ruffenberg (2018-2019)



Don Gummer (2016)



Drew Heitzler (2015)



Nicolas Holiber (2019-2020)



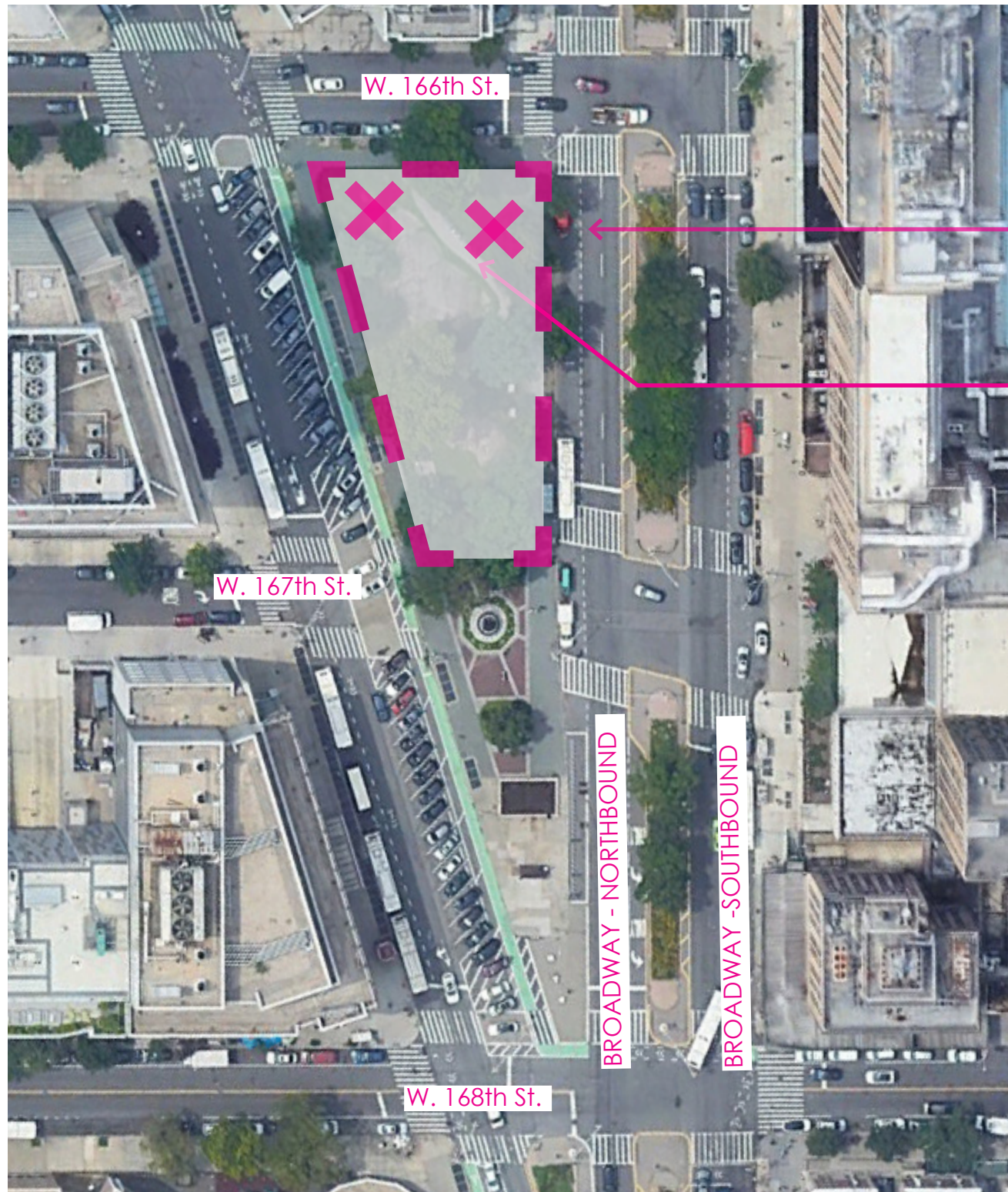
Saint Clair Cemin (2012)

**BROADWAY MALLS PUBLIC ART
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Previous Site Installation Examples
157th STREET AT ILKA TANYA PAYÁN PARK

167th STREET AT MITCHEL SQ.





Aerial: Mitchel Sq.

SCALE: N.T.S 

Park boundaries denoted with dashed line.

Denotes potential location(s) for artwork.



Mitchel Sq., Looking Northwest

LOCATION: MITCHEL SQ. BETWEEN 166TH ST. & 167TH ST. & BROADWAY

MAX. AVAILABLE AREA FOR INSTALLATION: *Varies.*

SITE OPPORTUNITIES & CONSTRAINTS:

- This triangular-shaped park is partially defined by large outcroppings of Manhattan schist, as shown above.
- Artwork is typically located within the lawn areas at the southern end of the park.
- Artwork must allow for adequate and accessible circulation around existing site features.
- Artwork may be anchored to a separate footing or base per the artist's design and based on the BMA PAC's and Parks' approval.



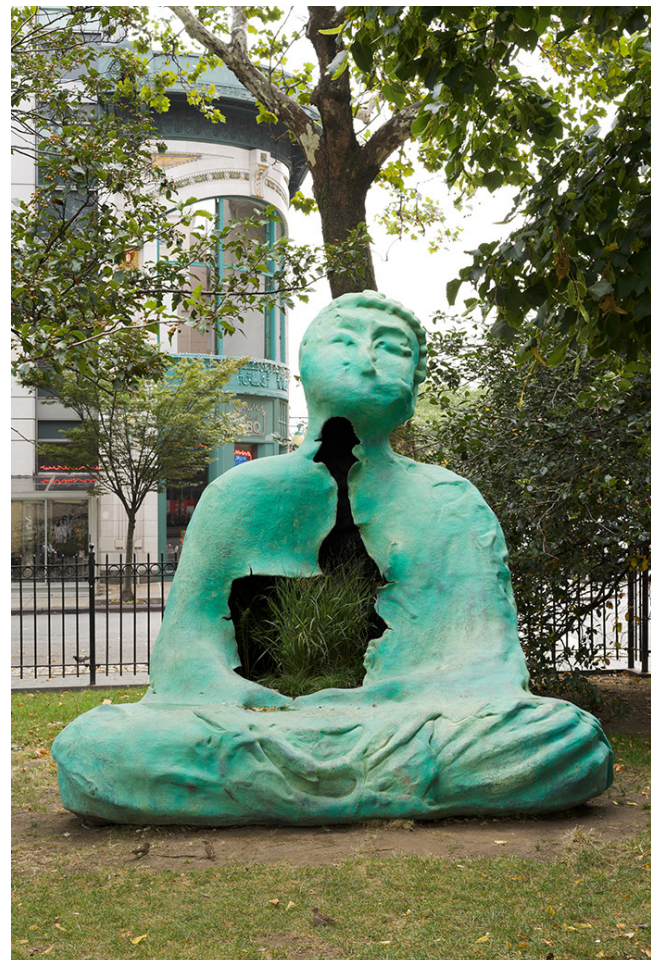
Peter Woytuk (2011)



Carole Eisner (2009)



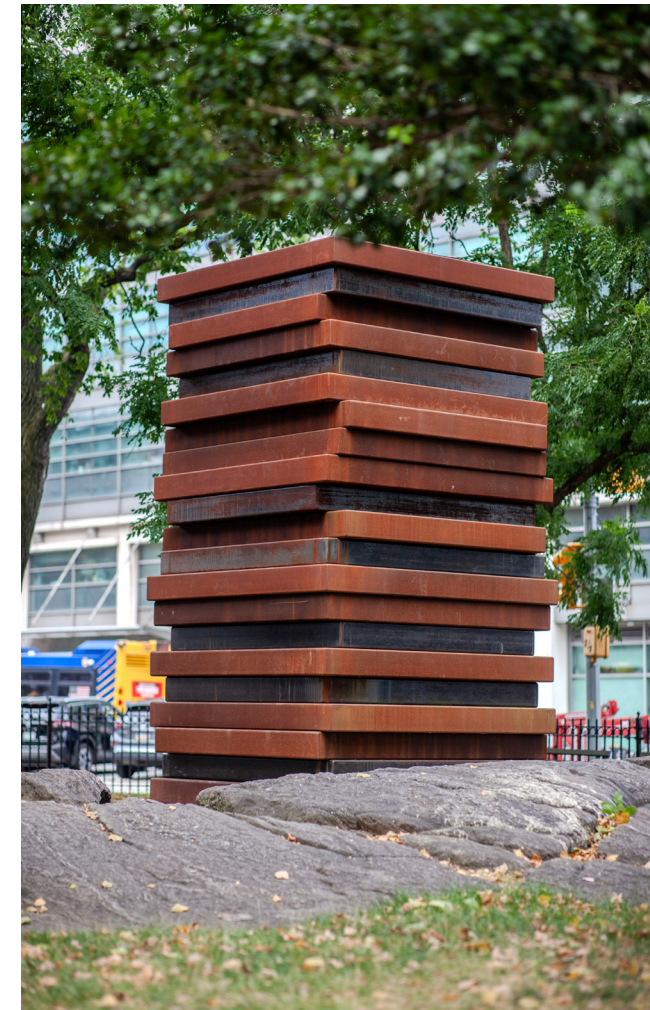
Manolo Valdés (2010)



Matt Johnson (2015)



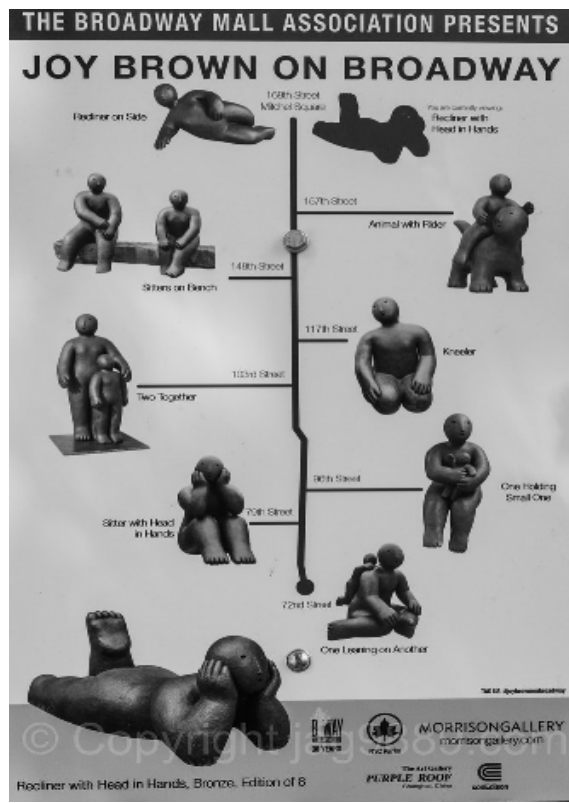
Joy Brown (2017)



Sean Scully (2024-2025)

**BROADWAY MALLS PUBLIC ART
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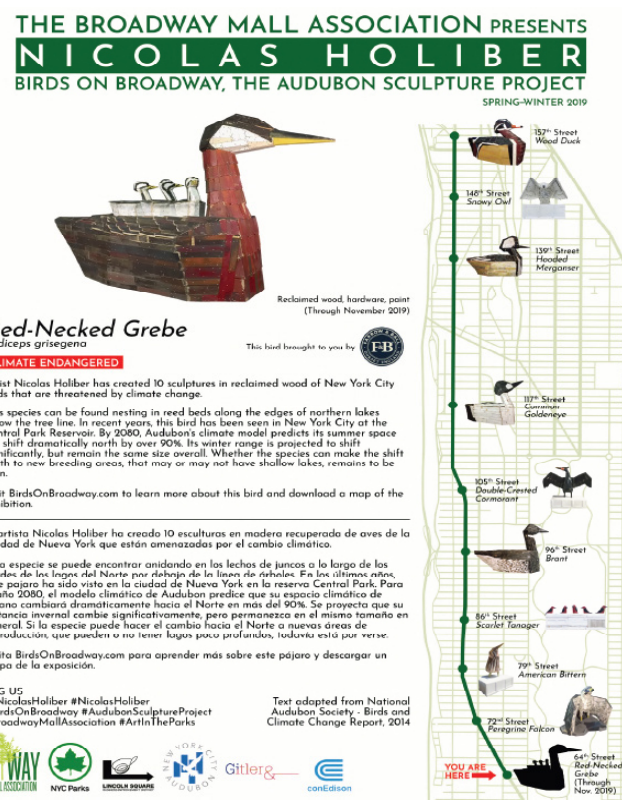
Previous Site Installation Examples
167th STREET AT MITCHEL SQ.



Precedent Image:
Joy Brown (2017)



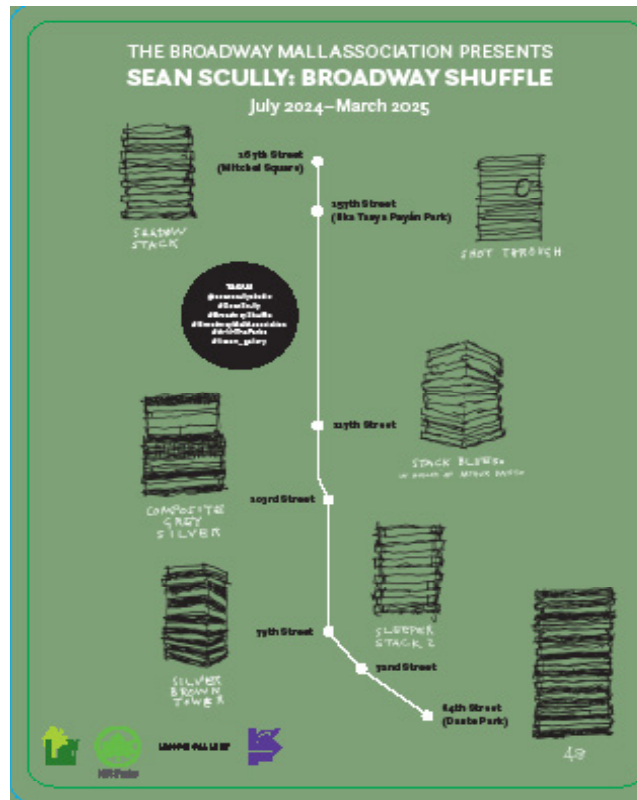
Precedent Image:
Kathy Ruttenberg (2018-2019)



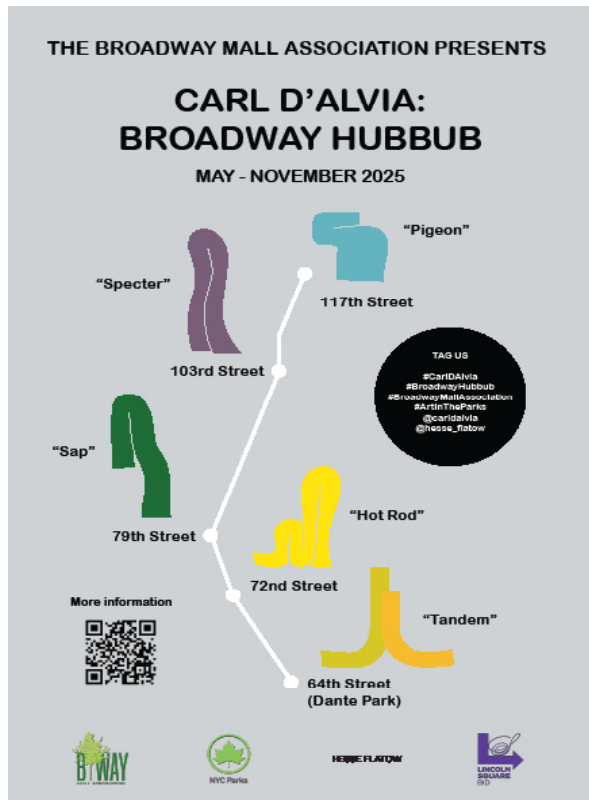
Precedent Image:
Nicolas Holiber (2019-2020)



Precedent Image:
Jon Isherwood (2021-2022)



Precedent Image:
Sean Scully (2024)



Precedent Image:
Carl D'Alvia (2025)

BMA'S ART ON THE MALLS SIGNAGE SPECIFICATIONS

- Signage is required for each site where sculpture is located.
- Designing, producing, and installing the required signage is the responsibility of the exhibitor.
- Precedent images on this sheet display the traditional and distinctive look of signs from previous exhibitions, as designed by the exhibiting artists.
- Signage for each site should be specific to, and highlight, the sculpture at a given site, while set within the overall scope of the exhibition.
- Signage must be reviewed and approved by BMA's Public Art Committee and NYC Parks.
- Signs are to be 24" height x 18" wide.
- Signage must display logos for the BMA, NYC Parks, and logos for any BIDS that apply to particular sculpture locations. A logo for the exhibitor's gallery may be included.
- Signs are attached with brackets to a light pole or fence adjacent to the sculptures and are to be installed by the exhibitor at the time that the sculptures are installed.
- Signs are typically fabricated out of metal (similar to street signage such as a "Stop" or "Yield" sign) so as to withstand weather conditions.
- Based on sculpture design and location, additional smaller deterrent signage may be required on sculpture base or adjacent to sculpture; i.e., "No Skateboarding" and "Do Not Climb on Sculpture" signs, and these may be provided by NYC Parks.