

# Green Light for Midtown — New York's Test-Then-Build Times Square Pedestrian Plazas

City Innovation Library · Good practice · United States of America

Quality score: 76/100

Evidence strength: Strong

## Summary

A 2009 trial closing Broadway to cars at Times Square and Herald Square cut pedestrian injuries by 35% and motorist injuries by 63% in NYC DOT's evaluation, with mixed travel-speed effects, and was made permanent.

## Key dimensions

| Dimension                                  | Score |
|--------------------------------------------|-------|
| Evidence of impact / measured results      | 3/3   |
| Transferability / demonstrated replication | 3/3   |
| Scalability                                | 2/3   |
| Sustainability / continuity                | 3/3   |
| Innovation                                 | 2/3   |
| Inclusiveness / equity                     | 1/3   |
| Multi-stakeholder collaboration            | 2/3   |

Evaluated by C-NAPSE

## Data sources

[C-NAPSE web research](#) — accessed 2026-10-08

[New York City Department of Transportation](#) — accessed 2026-10-08

[NYC DOT – Green Light for Midtown Evaluation Report \(2010\)](#) — accessed 2026-10-08

[NACTO mirror of the evaluation](#) — accessed 2026-10-08

[Streetsblog – Broadway pedestrian zone to become permanent](#) — accessed 2026-10-08

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