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## **IDA Announces Winners of Top Industry Honors**

*The Downtown Achievement Awards Recognize Innovative Achievement in Urban Place Management*

Washington, DC – The International Downtown Association (IDA) recognized 13 outstanding projects as winners of the 2023 Downtown Achievement Awards which identify improvements to urban centers by dedicated organizations around the globe. The top two projects received Pinnacle Awards, the industry's highest recognition, representing the most creative and inspiring innovations in urban place management.

Urban place management organizations are on the front lines of solving challenges related to placemaking, economic development, urban planning and branding. These organizations activate public spaces and make cities vibrant, healthy places for everyone. During a comprehensive review, this year's projects were awarded by a jury of IDA members in the following categories: economic development; marketing, communications and events; planning, design and infrastructure; policy and advocacy; and public space management and operations.

"These innovative projects received the IDA Pinnacle Award for setting the new standard for improving cities worldwide," said David Downey, IDA President and CEO. "Each award-winning effort has made an impact on its city and the people who live, work and play in the community, and displays the continued commitment to champion livable, vital and thriving urban centers."

Winners of this year's Pinnacle Awards are:

Project: *Hudson Street Redesign*

Organization: Hudson Square BID – New York City, NY

Category: Planning, Design and Infrastructure

The Hudson Street Redesign, a remarkable transformation that has revitalized a seven-block corridor in the heart of Hudson Square, reallocated space from oversized traffic lanes to successfully restore the balance between pedestrians, cyclists and drivers transforming the sidewalk into a vibrant social hub. Made possible by a partnership between the Hudson Square BID, NYC Economic Development Corporation, and the NYC Department of Transportation, Hudson Street Redesign enhances the pedestrian experience with lush plantings, modern park-like spaces, and wider sidewalks for strolling. The design includes 8,000+ square feet of green infrastructure to improve stormwater management; 170 modern benches; 2,000+ square feet of sidewalk cafe space; dedicated and parking-protected bike lanes; and 20 new bike parking spaces. The Hudson Street Redesign is a testament to the power of collaboration and vision, transforming a once congested thoroughfare into a welcoming and vibrant commercial district reinforcing the neighborhood's distinctive character. The renovations showcase the BID's continued efforts to create an attractive, safe and inviting experience for people who work, visit, and live in Hudson Square.

Project: *Winthrop Family Historical Garden*

Organizations: MKSK & Uptown United – Chicago, IL

Category: Public Space Management and Operations

In the heart of Uptown Chicago, a remarkable oasis emerged in 2009—the Winthrop Family Historical Garden. This green haven not only celebrated the families who shaped Uptown's diverse culture but also addressed the need for open green space in one of the city's most densely populated neighborhoods. However, as time passed, the garden became overgrown and no longer met the community's evolving needs. Through city grant funding, Uptown United, MKSK and Human Scale embarked on a complete garden renovation to better align with current community needs. Today, the garden stands proudly as a vibrant outdoor open space, embracing its role as a hub for gardening demonstrations, markets, neighborhood events, and more. The multi-use space includes community garden plots, plazas, performance areas, and storage and vending structures and exhibits inherent flexibility by layering varied programmatic uses throughout. Its renewed design tells the compelling story of the Winthrop Avenue families, enriching the Uptown neighborhood with their dynamic history and legacy.

In addition to the above Pinnacle Award winners, 11 projects were awarded an Excellence Award for their outstanding response to an industry challenge.

IDA's members have a proven track record of creating collaborative public-private partnerships to tackle weighty issues. More than 2,500 downtown management districts exist in cities throughout the U.S. and Canada. Place management organizations affect significant change in every major metropolitan area throughout North America in an industry that is growing rapidly around the globe. Place management work touches every discipline of city building, including economic development, leadership, marketing, events, public space management, policy, planning and infrastructure.

Additional information on the Pinnacle award winners can be found online at [downtown.org](http://downtown.org).

### **About IDA**

IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management. For more information, visit [downtown.org](http://downtown.org).

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