

Pedestrian Placemaking and Network Development



Sean Quinn, Co-Director Pedestrian Projects Group
New York City Department of Transportation



A Visionary Context

planNYC
UPDATE APRIL 2011

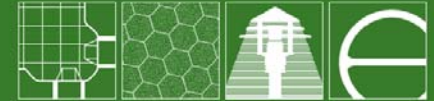
**A GREENER,
GREATER
NEW YORK**



One New York
The Plan for a Strong
and Just City



**Street
Design
Manual**



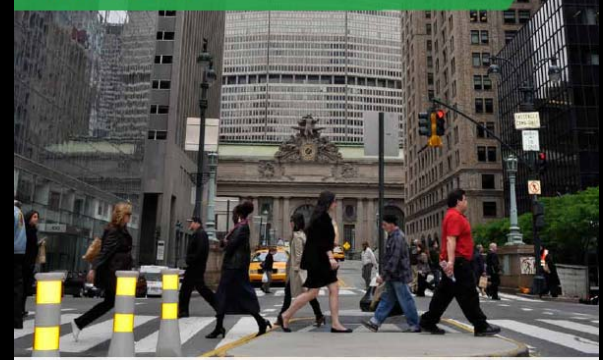
New York City
Department of Transportation

2009

www.nyc.gov/street

**The New York City
Pedestrian Safety
Study & Action Plan**

August 2010



New York City Department of Transportation

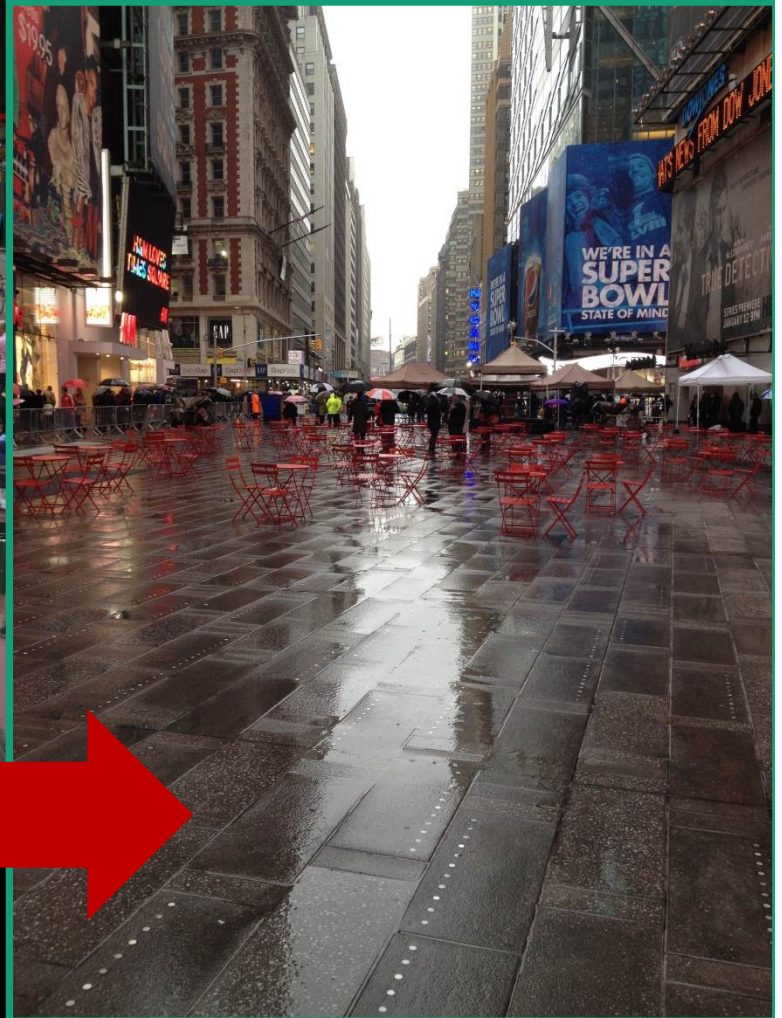
Sustainable Streets

Safety
Mobility
World Class Streets
Infrastructure
Greening
Global Leadership
Customer Service

**Strategic Plan
for the New York City
Department of
Transportation
2008 and Beyond**



Strong Leadership



Data Supported

Designing safer streets

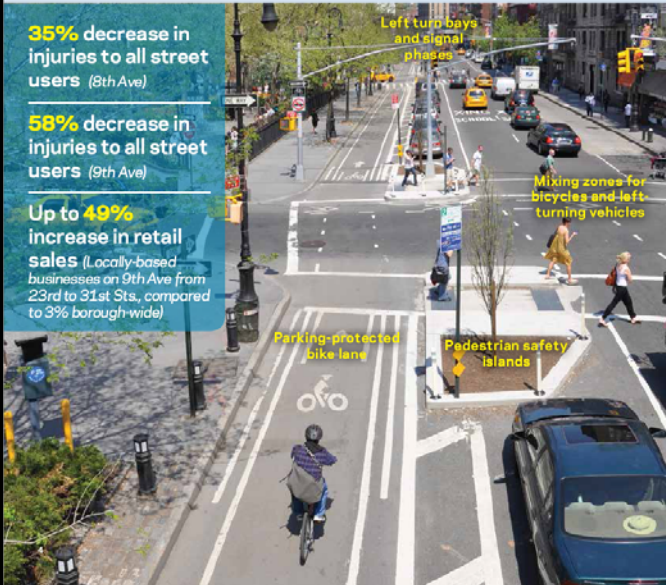
Safe and attractive options for all users

First protected bicycle lane in the US:
8th and 9th Avenues (Manhattan)

35% decrease in injuries to all street users (8th Ave)

58% decrease in injuries to all street users (9th Ave)

Up to 49% increase in retail sales (Locally-based businesses on 9th Ave from 23rd to 31st Sts., compared to 3% borough-wide)



Measuring the Street: New Metrics for the 21st Century - October 2012

Results:

Data from the Vanderbilt Avenue improvement site shows a sustained, dramatic trend of increasing economic performance. The faster pace of increases on Vanderbilt compared with comparison sites and the borough as a whole indicates that the street improvements contributed to this fast-paced growth in retail activity. The upward trend in combined sales began prior to the construction period and continued at a similar pace afterward. By the third year following the 2008 implementation, sales were more than double the baseline value.

Vanderbilt Avenue performed significantly better than two of its similar site comparisons and Brooklyn as a whole. While the economy of this neighborhood was already on the upswing, it is reasonable to conclude that the improved safety, shortened crossings, and new landscaping all combined to increase foot and bicycle traffic and enhance the sense of place, creating a virtuous cycle of retail development that was greater than it otherwise would have been. In addition, the jump in sales seen for the improvement site in 2007 (the baseline period) would be partly a result of the earlier traffic calming improvements implemented in 2006.

Improvement Site	Comparison Sites
Vanderbilt Ave. (Downtown to 12th St)	Flatbush (Union to Bergen)
	7th Ave. (Union to Flatbush)
	Washington (Clear to Lincoln)

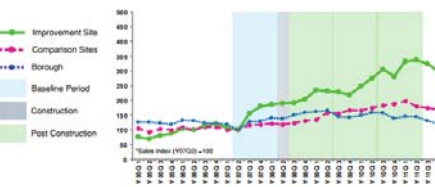
Area	Baseline Quarterly Sales	% Sales Post-Improvement	1st Year	2nd Year	3rd Year
Vanderbilt Ave.	\$594,679	100%	100%	100%	100%
Brooklyn	\$502,413,230	27%	19%	19%	18%
Neighborhood Comparisons					
Average	\$1,713,174	19%	40%	64%	
Flatbush	\$2,101,880	27%	32%	51%	
7th Ave.	\$2,178,027	12%	35%	21%	
Washington	\$771,818	19%	70%	120%	



Summary:

An earlier traffic calming project set the stage for further improvements. Pedestrian refuges at intersections, tree lined medians, dedicated bike lanes and streetcane and curbside management upgrades all combined to support the growing retail environment along the Vanderbilt Avenue corridor. The improvement site outperformed all the neighborhood comparison sites and the borough.

Combined Sales: Improvement Sites vs. Comparison Sites - Vanderbilt Avenue



The Economic Benefits of Sustainable Streets - December 2012



Making Safer Streets - October 2013

Vision Zero



What is Vision Zero?

- Vision Zero goal: Protect the public
- Eliminate traffic fatalities in 10 years
- Crashes are not accidents, they are preventable
- A shift in perception and values: Expect safe streets

Legislative Progress

- State gov't approved 25 mph NYC speed limit (6/20/14)
- 120 more red light cameras approved (4/30/14)

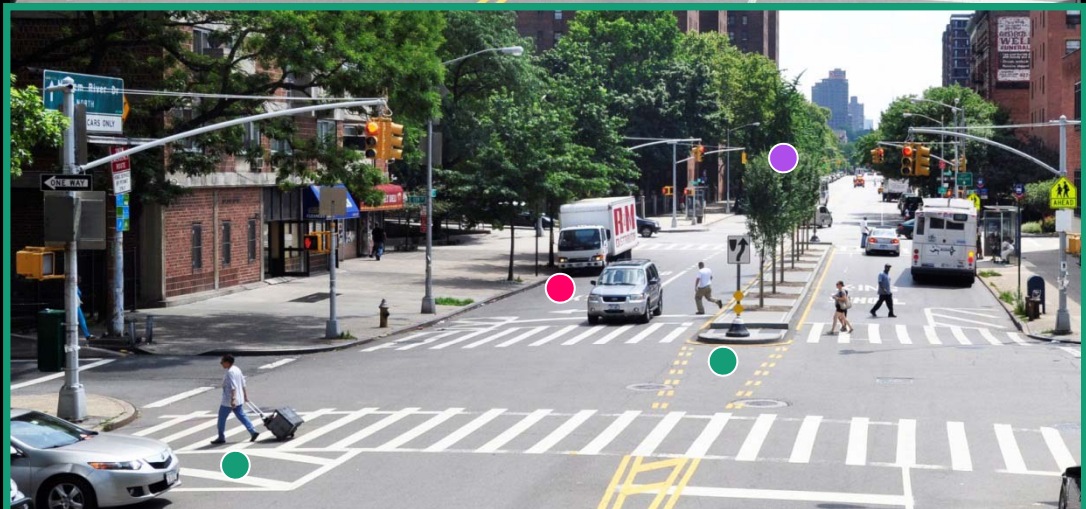
Method

- Engineering, enforcement, education, policy, outreach
- Collaboration
- Borough Safety Plans

NYCDOT's Pedestrian Projects Group

Goals

- Increase safety
- Improve pedestrian network and accessibility
- Maintain mobility for all users
- Enhance the walking experience, quality of life, and local economy



5th Avenue

● safety ● ped access ● mobility ● experience

NYCDOT's Pedestrian Projects Group



- 25 projects a year, small to large
- Street Improvement Projects and Capital Reviews
- Policy Development – Crossings, accessibility, signals

● safety ● ped access ● mobility ● experience

Employing Typical Design

W. 70th and West End Avenue



Typical Treatments

- Neckdowns
- Pedestrian Islands
- Balanced Cross Sections
- Medians/Buffers

● safety

● ped access

● mobility

● experience

Employing Typical Design



Borinquen Place



- safety
- ped access
- mobility
- experience

Thinking Bigger



Park Circle

Underutilized Roadbed →
Clarify traffic movements, maximize
efficiency for all users

Auto-dominated → New bicycle and
pedestrian connections. Provide
balance, complete streets

Uninviting Streetscape →
Landscaping, seating, lighting, economic
development



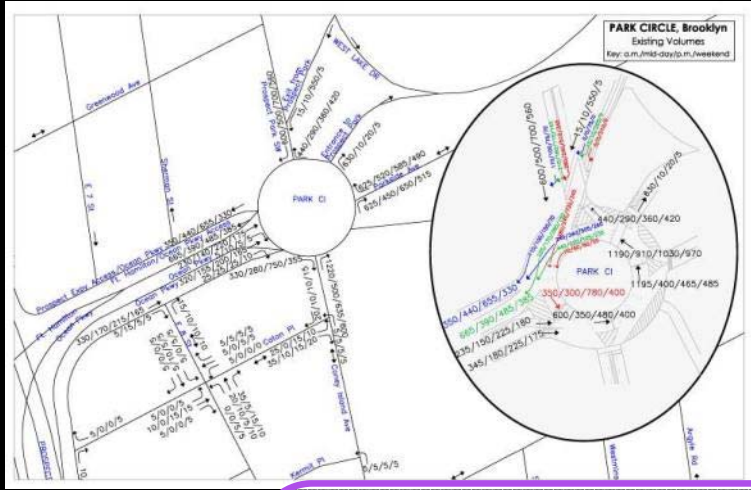
● safety

● ped access

● mobility

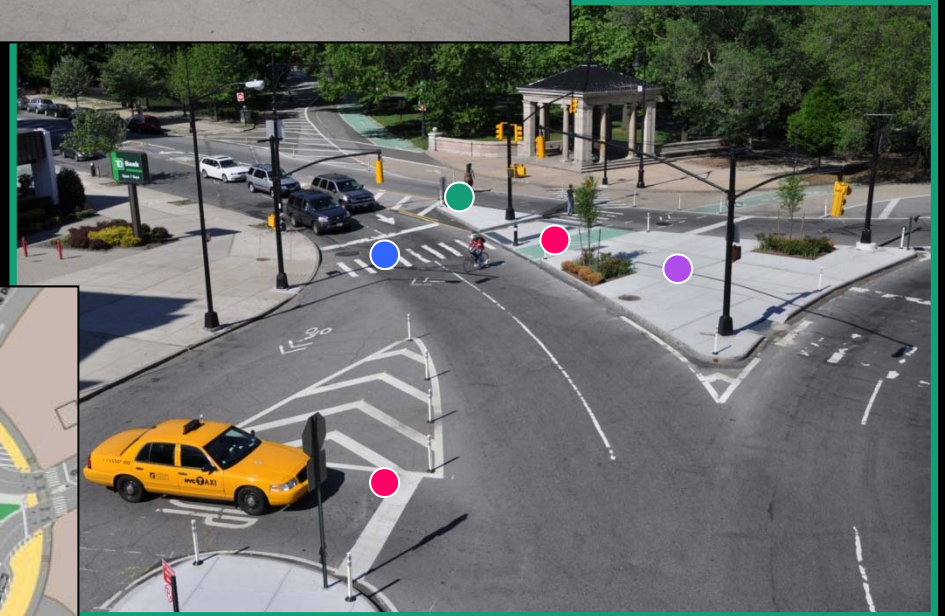
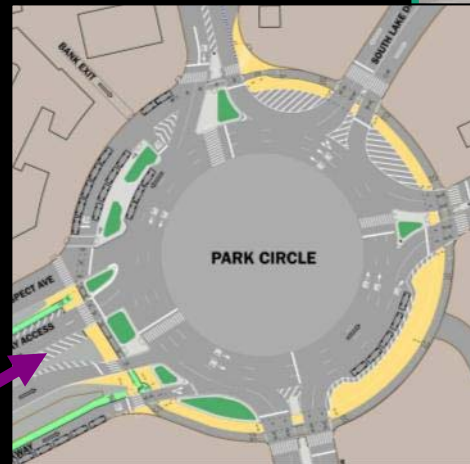
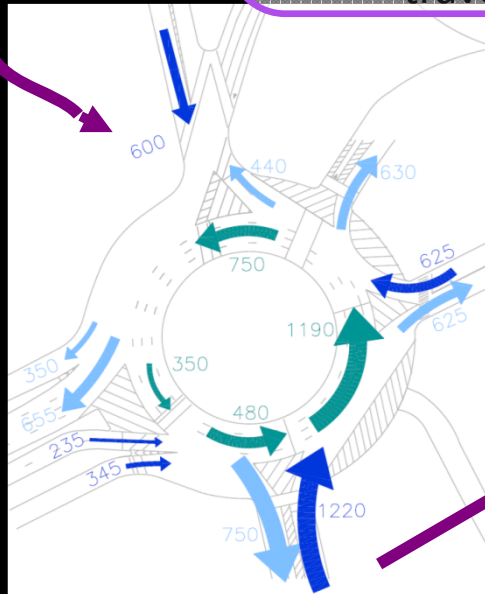
● experience

Thinking Bigger



Park Circle

Slight reduction in overall travel times



- safety
- ped access
- mobility
- experience

Crames Square

Transit
Hub

Vehicle &
pedestrian
conflicts



Crames Square

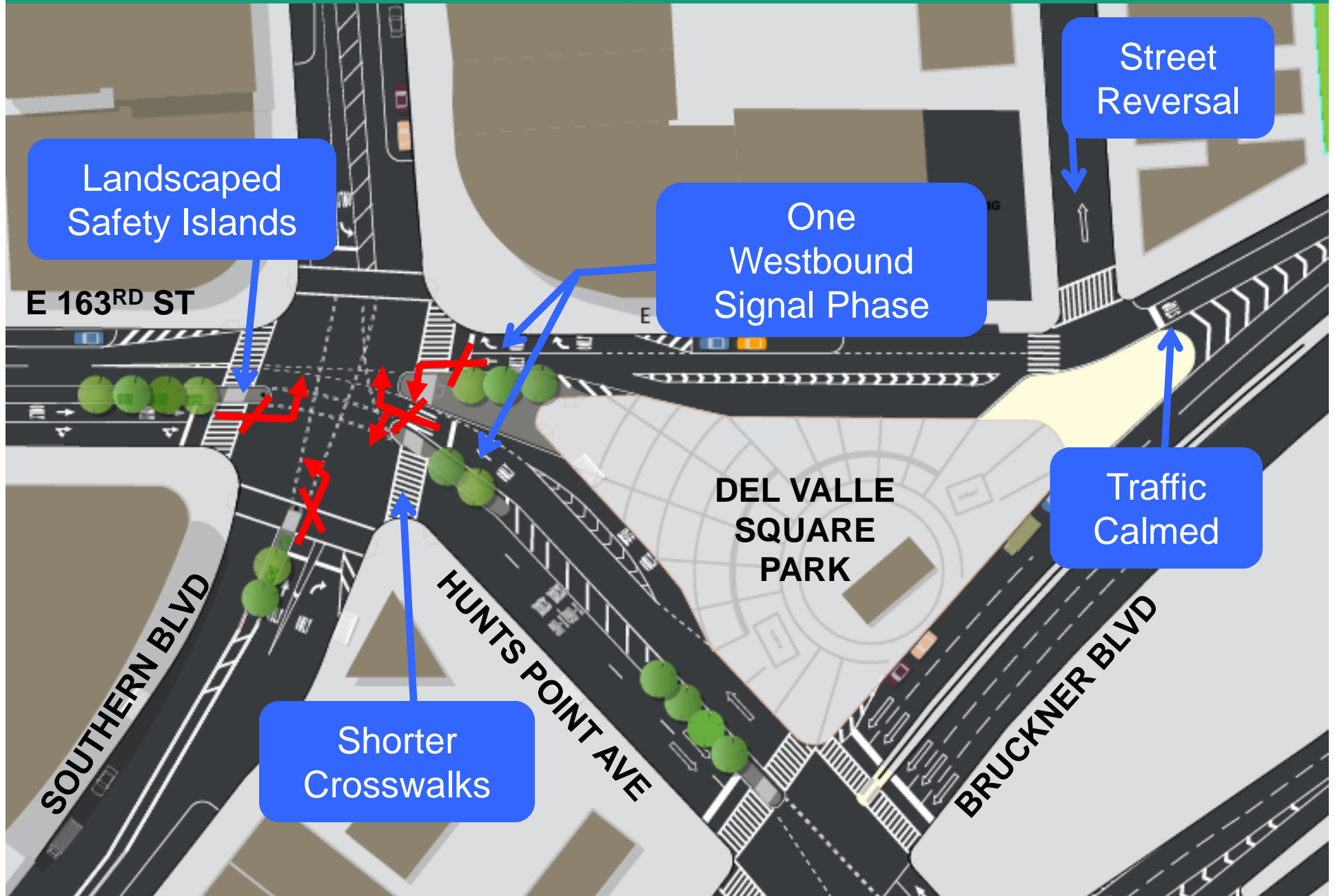


Community Request
High Crash Location
Confusing Geometry
Long Crossings
Ped/Vehicle Conflicts

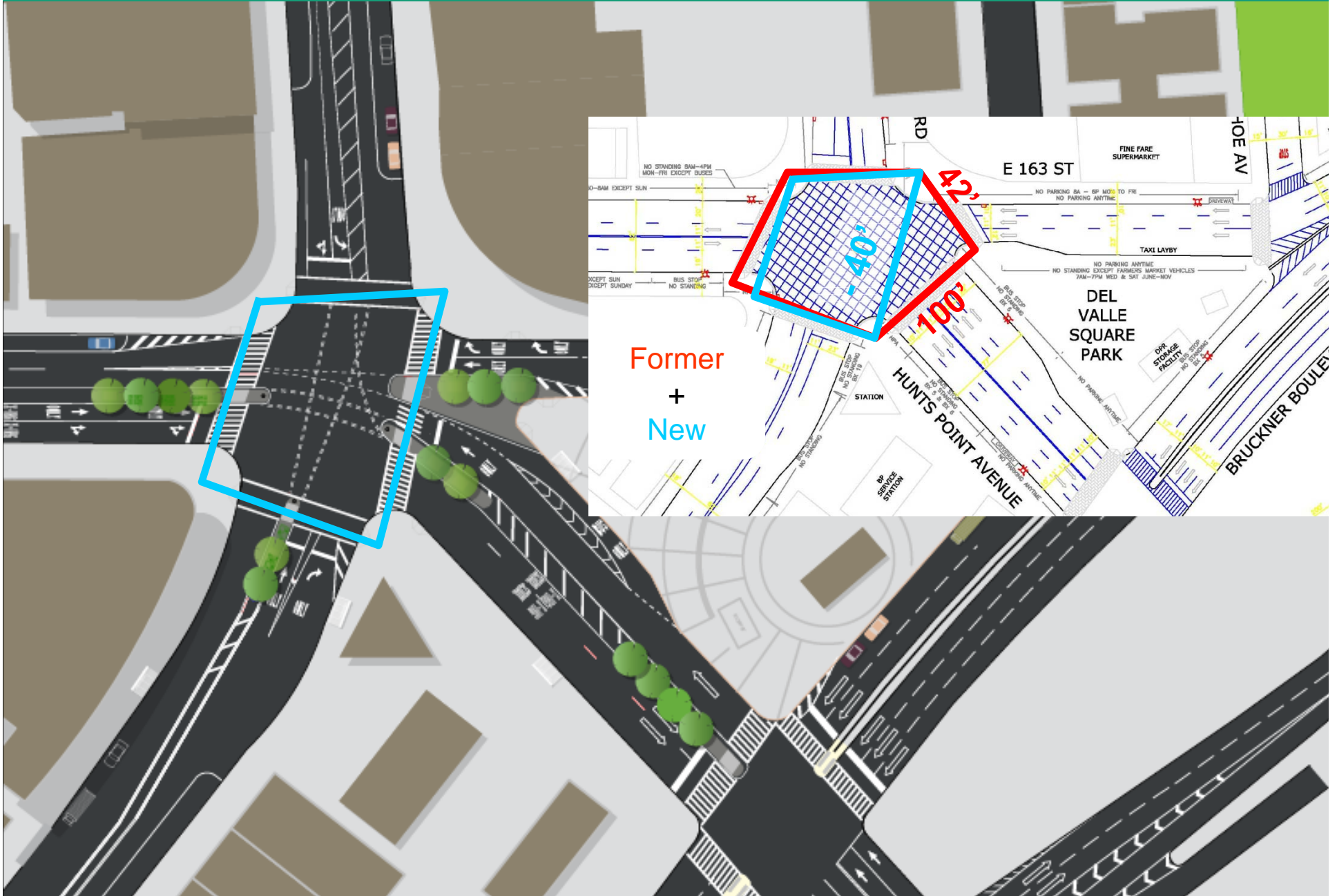
Crames Square



Crames Square

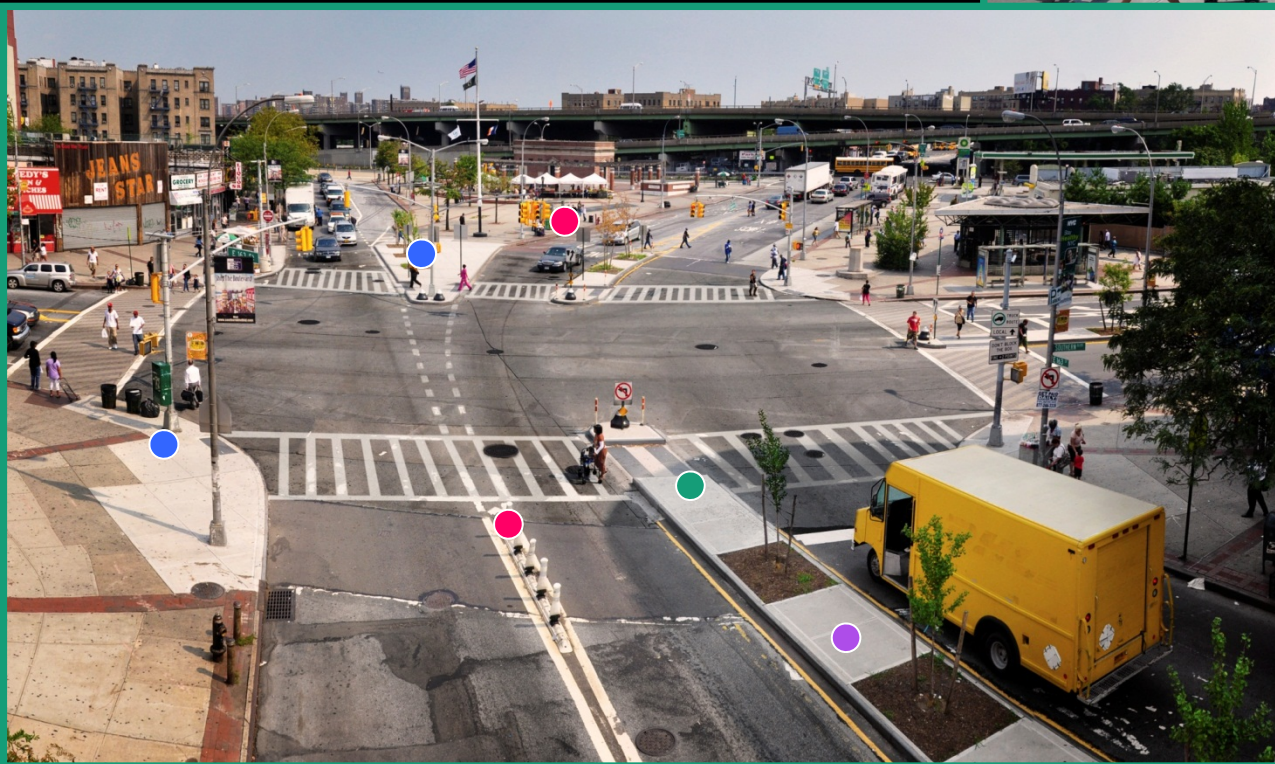


Crames Square



Crames Square

Injuries decreased by 18%
Travel times improved
Average wait time for pedestrians
decreased

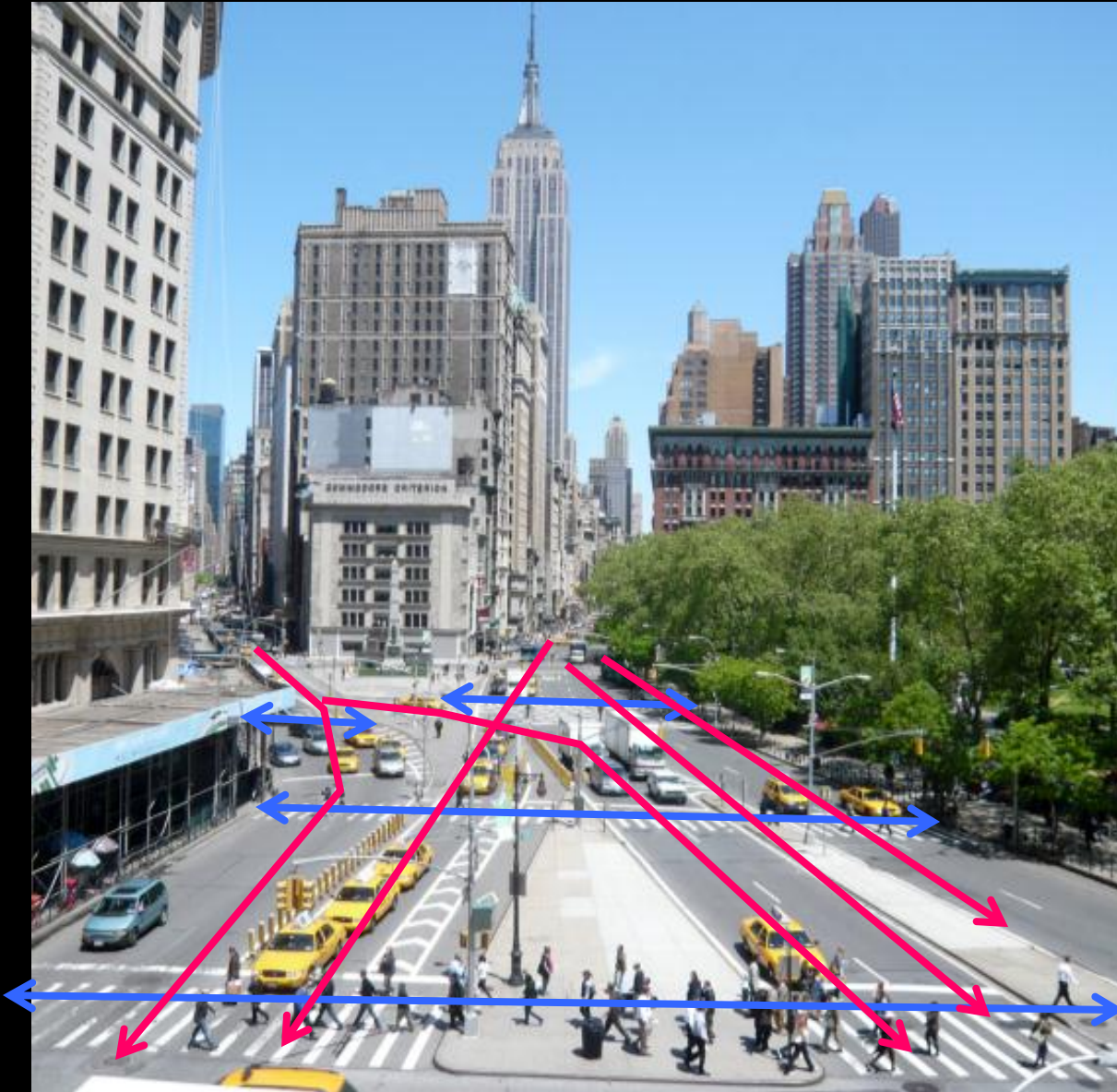


● safety ● ped access ● mobility ● experience

Madison Square

Untangle the vehicles for improved pedestrian experience

- 5th Ave connection lacking lanes
- Too many Broadway lanes
- Long crossings
- Complicated signal timing
- Concrete Jungle



Madison Square



- Crashes decreased by 29%
- Injuries decreased by 34%
- AM peak travel speeds increased by 9%
- Intersection LOS C
- Building values increased by 22% compared to 4% borough wide



● safety ● ped access ● mobility ● experience

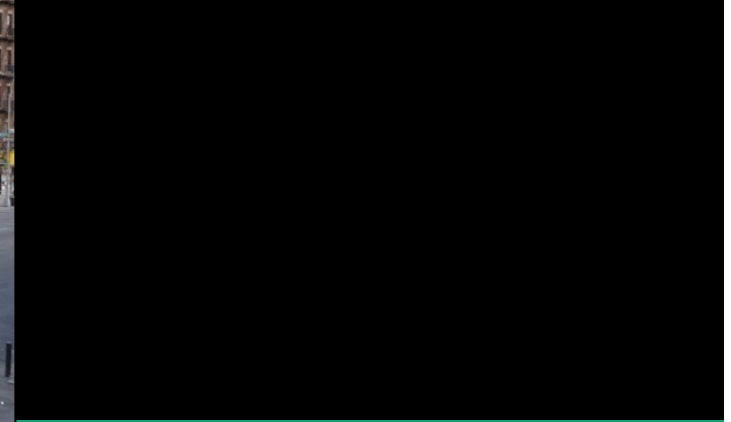
Saint Nicholas and Amsterdam



Community request
High crash location
Confusing multi-
legged geometry

- safety
- ped access
- mobility
- experience

Saint Nicholas and Amsterdam



- Crashes with injuries decreased by 47%
- Pedestrian volumes increased
- Average quarterly sales around the project location increased by 48% compared to 39% borough wide

● safety

● ped access

● mobility

● experience

Delancey Street

Eliminate expendable movements



● safety ● ped access ● mobility ● experience

Adam Clayton Powell



Two Good Lanes > Three Substandard Lanes



● safety ● ped access ● mobility ● experience

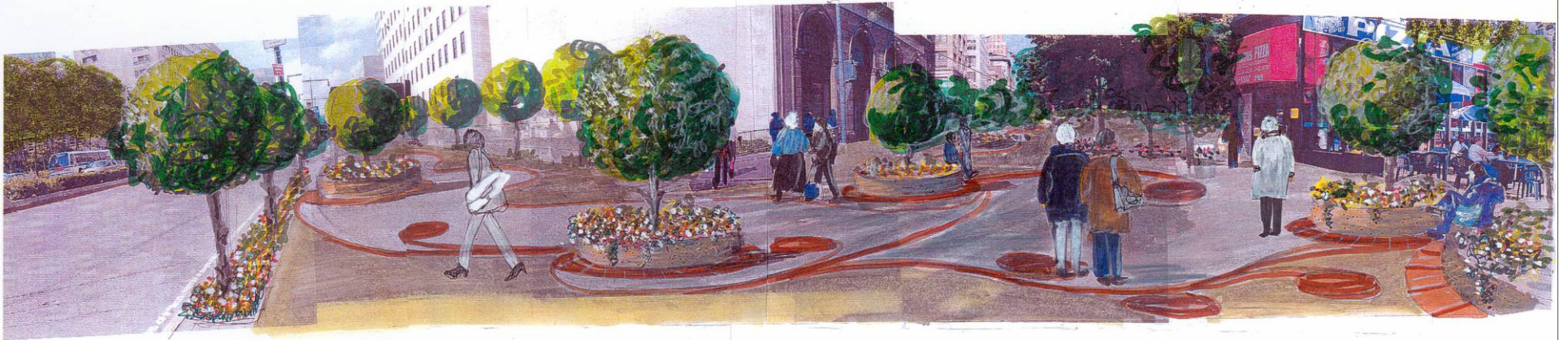
Outreach

- NYC has 59 Community Board (CB) Districts
- While the City can build projects without CB approval, the City usually seeks CB support
- Issues: CB members are not demographically representative and may not understand complex proposals
- Custom outreach strategies, e.g.:
 - Workshops (Charrettes)
 - Interactive websites
 - Partner with elected officials, Business Improvement Districts, and community groups

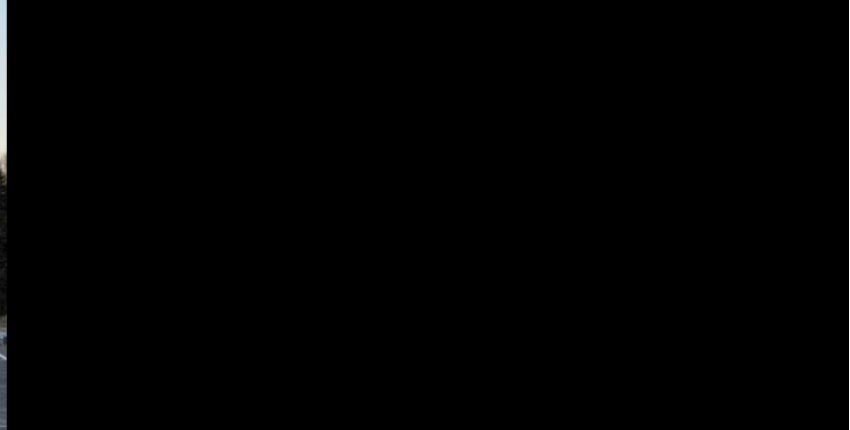


Outreach

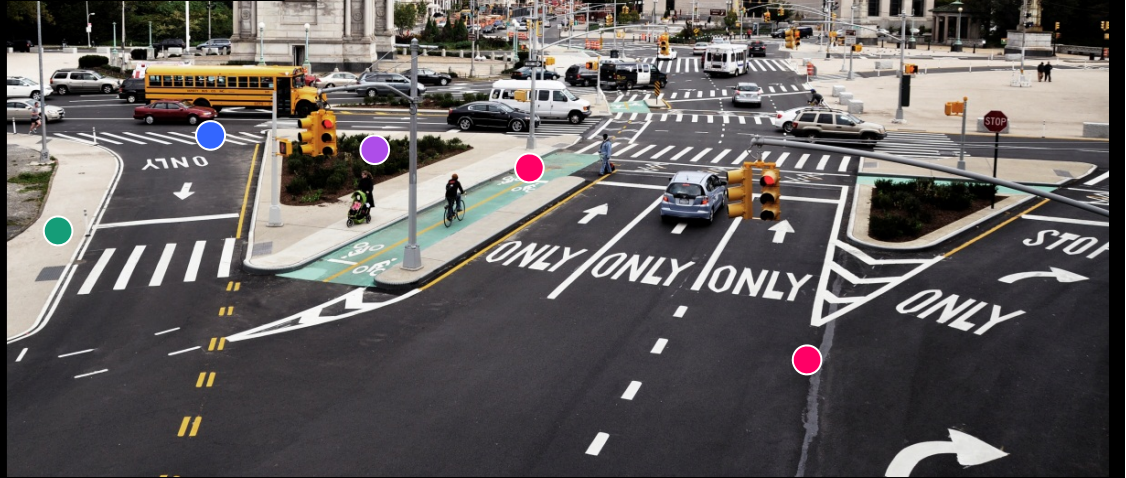
Show a Vision



Outreach



Before/After
Photography is a
powerful sales tool



● safety

● ped access

● mobility

● experience

Toolkit



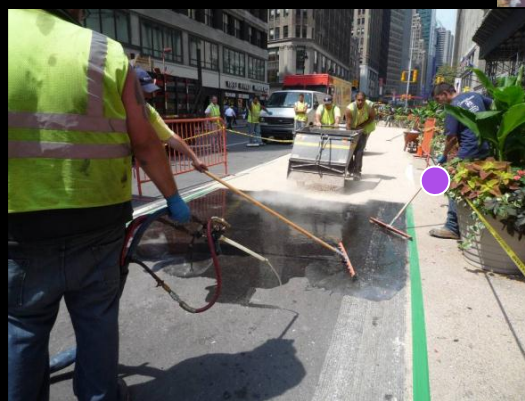
Union Square



Using temporary materials to make quick fix operational changes lays ground work for permanent change, reaching goals sooner than later

- safety
- ped access
- mobility
- experience

Toolkit



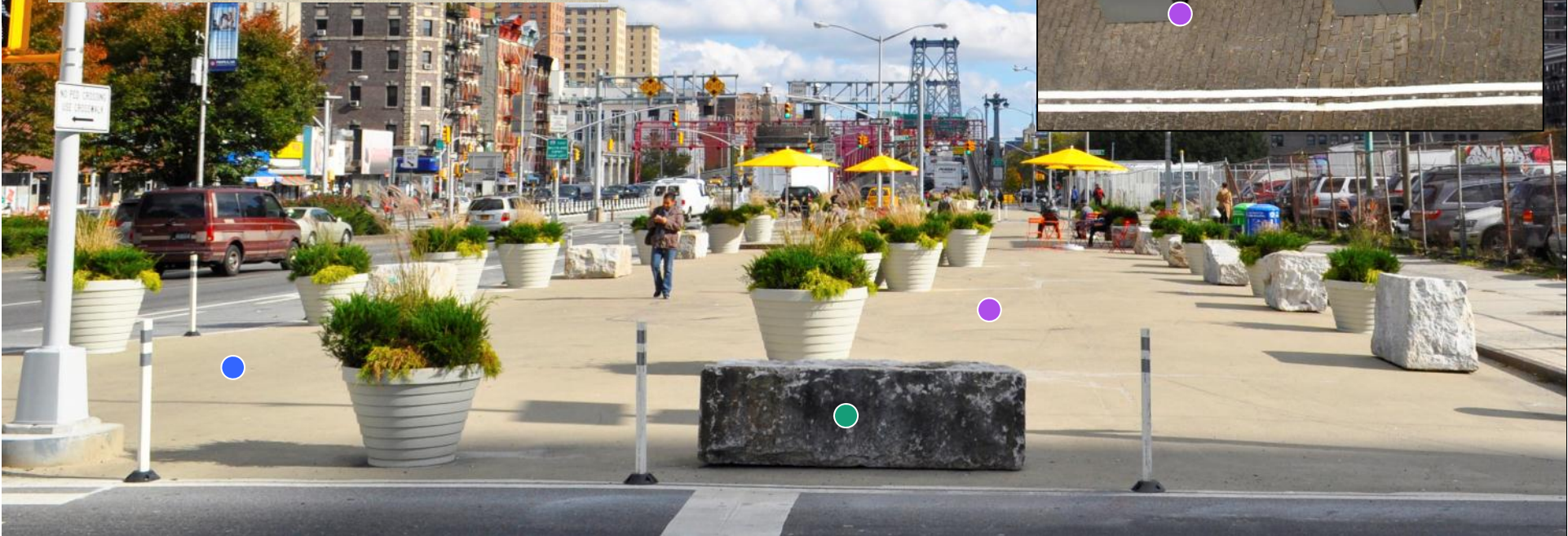
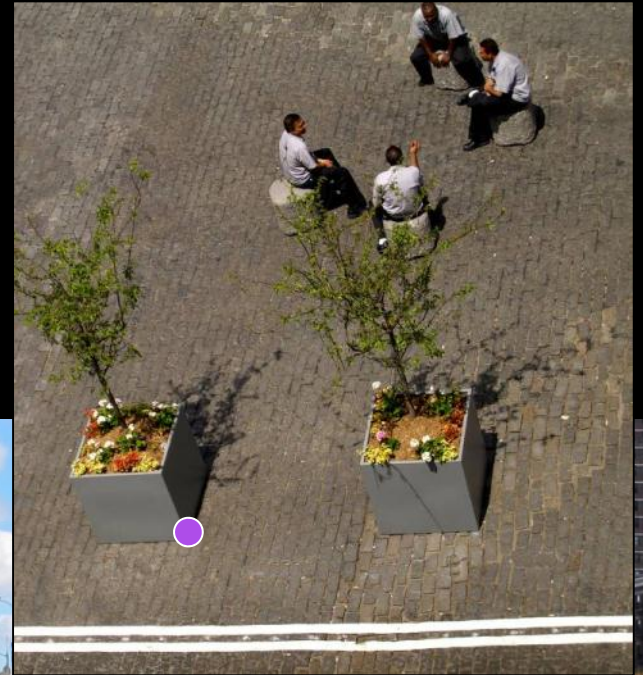
● safety

● ped access

● mobility

● experience

Toolkit



● safety ● ped access ● mobility ● experience

Toolkit



Experiment

Toolkit



Concrete Crews on Staff

Toolkit



Signals



Quick Fix to Permanent



Crashes with injuries reduced by 18%



Pike Slip



- safety
- ped access
- mobility
- experience

Thank You

