

**MEATPACKING  
DISTRICT**

# **Western Gateway Public Realm Vision**



**W X Y**

**Sam  
Schwartz**

**2023**

This report was commissioned by the Meatpacking District Management Association (MDMA) and was produced by WXY architecture + urban design with support from Sam Schwartz Engineering. Many people contributed to this study along the way and many stakeholders in the Meatpacking District generously contributed their time and energy to reviewing and offering insights on the plan. We thank them for their contributions.

**MEATPACKING  
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# Overview



# Introduction

**With new public plazas, cultural venues, destination parks, and culinary attractions drawing people from across the boroughs and the world to eat, shop, walk, and relax, the Meatpacking District is New York’s pedestrian oasis. Despite these changes to the neighborhood’s activity, parts of its built environment are designed to serve mid-20th century functions and are in need of significant improvements to meet the district’s present and future needs.**

The Meatpacking District is New York. Buzzing 24-hours a day, 7 days a week, the district is the epitome of mixed use, with fashionistas rubbing elbows with museum-goers, club promoters, techies, tourists, and meat-packers. This vibrant mix has created an economic boom for the district and helped transform the area into one of the city’s premier destinations. The neighborhood’s streets and public spaces, however, are not all designed to meet the new demand of mixed uses, modes of traffic, and cultural institutions.

Nowhere is this conflict more evident than in the district’s western half, which we’ve coined the Western Gateway. Here, institutions like the Whitney Museum of American Art, new parks within Hudson River Park, and a host of recently completed office and residential developments have together driven pedestrian volumes to new heights. To facilitate the Meatpacking District’s

(MTPK) continued growth and support its existing businesses and residents, its western corridors must be redesigned to minimize daily conflicts between trucks, people, bikes, and buses.

Formed in 2015, the Meatpacking District Management Association (MDMA) manages the neighborhood’s public realm and ensures that its streets and public spaces meet the needs of a diverse group of stakeholders and businesses. Now, the MDMA calls on our constituents, our neighbors, and our city and state leaders to coordinate and innovate to plan for the public realm activations and capital projects that will create the next phase of MTPK.

This is a vision meant to inspire action. It is an opportunity for New York City to showcase the strategic principles laid out in MDMA’s 2021 Pedestrian-Oriented District (POD) plan. By layering onto the MTPK’s rich industrial and commercial history, and building on its material and design vernacular, we can create an even more connected, coordinated, and electrifying Meatpacking District.

This study explores the existing conditions and needs of the area from a safety, mobility, and business perspective and offers a vision for the district’s future. It was informed by input from key stakeholders and public agencies in and around the district. The included Public Realm Vision presents the MDMA’s Western Gateway plan with a focus on creating a safe, enhanced pedestrian area that connects the commercial heart of the Meatpacking District directly to the Hudson River waterfront.

The Meatpacking District is nestled into Manhattan’s lower west side, and is a distinct gem among its neighbors of Chelsea, the West Village, and Union Square.

The BID is bound by West 17th Street, Eighth Avenue, Horatio Street, and Route 9A.

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BID Boundary

—  
Western Gateway Study Area



# Western Gateway History

Over the course of its history, the Meatpacking District's Western Gateway has undergone a series of transformations. From a genteel residential area at the edge of Lower Manhattan in the 1850's, to a sprawling freight yard, to the epicenter of the city's meatpacking industries and slaughterhouses in the early 20th Century. It transformed again in the last two decades into the mixed-use cultural district we see today. The Meatpacking District has long been defined by commerce, its architecture, and the Hudson River. With direct access to the Hudson River piers, as well as rail lines running along the west side, the neighborhood's

meatpacking and manufacturing facilities once thrived. As the area's infrastructure evolved, so did the district and its relationship to the river. In 1937, the completion of the elevated west side highway solidified the barrier between Manhattan's grid and its waterfront. With the highway's 1973 collapse at Gansevoort Street and ensuing demolition, new possibilities arose. Over the past three decades, with the creation of Hudson River Park and the Greenway, along with a reimagined elevated rail line now known as the High Line, a new relationship was forged between the district's industrial past and its riverfront edge.



The Gansevoort Market, circa 1900, looking towards the river  
Credit: New York Public Library



Credit: NY Public Library

### 1812-1849 Fort Gansevoort

In the mid 19th century, a military fort at the west end of Gansevoort Street was positioned along the Hudson River for maritime defense. By mid-century, the fort was replaced by Hudson River Railroad freight yards.

### Mid 19th Century Mixed-Use Neighborhood

By 1840, rowhouses and townhouses began appearing in the area alongside heavy industrial uses like iron works and terracotta manufacturing, and some lighter industrial activity.



### Late 19th Century Meatpacking Industry Growth

The Gansevoort Market, was an open-air farmer's and meat market started in 1879 at Gansevoort and Washington Streets. An adjacent series of covered market buildings across West Street, the West Washington Market, opened in 1884 with direct access to the water. By 1900, the neighborhood housed 250 slaughterhouses and meatpacking facilities.

### Pre-colonial Sapohanikan

The area's commercial legacy dates to the indigenous Lenape people's establishment of the Sapohanikan trading station where today Gansevoort Street meets Washington Street.



Credit: NY Public Library

### 1811 Breaking the Grid

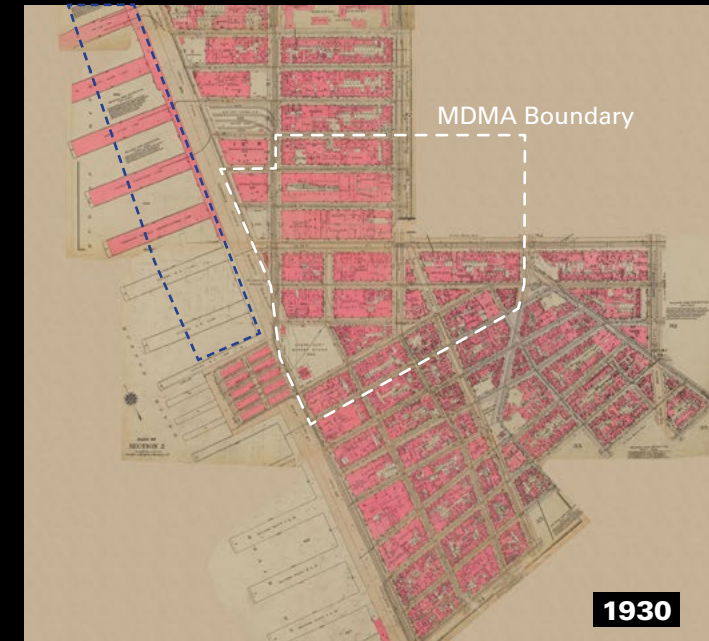
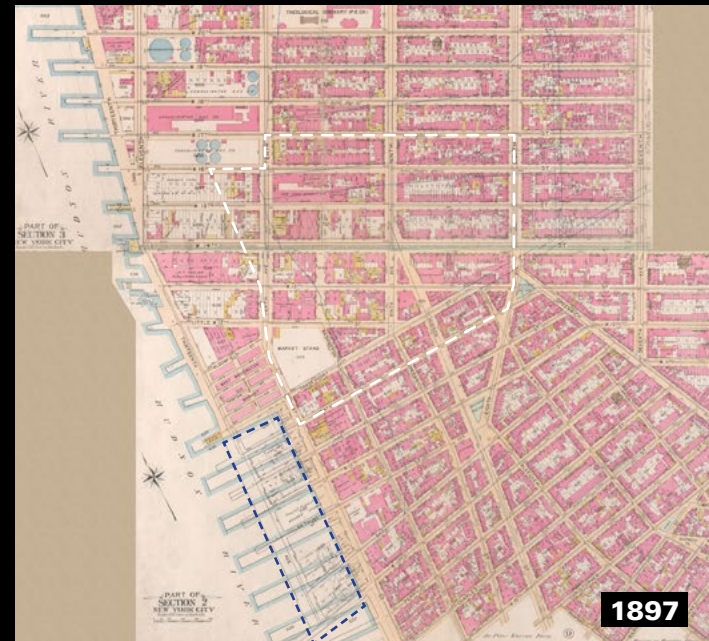
MTPK is at the intersection of tangled Greenwich Village streets and the Manhattan grid of avenues and crosstown streets proposed in the Commissioners' Plan of 1811. The networks meet one another at a 120 degree angle.



Credit: Kalmbach Publishing Co.

### Mid 19th Century West Side Rail

The Hudson River Railroad opened in 1849 with freight service up the river along at-grade tracks. In the early 20th c., the NY Central Railroad Freight Yard at Tenth Avenue between 17th and 18th Streets connected local businesses to rail routes up and down the island.



Credit: New York Public Library, 1879 Bromley, G.W. Atlas of the entire city of New York

Credit: New York Public Library, 1897 Bromley, G.W. Atlas of the City of New York

Credit: New York Public Library, 1930 Bromley, G.W. Manhattan land book of the city of New York

Credit: New York Public Library, 1955 Bromley, G.W. Manhattan land book of the city of New York

In the mid 19th century lower Manhattan had been extended on landfill to Thirteenth Avenue starting at 11th Street. The waterfront properties housed lumber yards, tin, iron and lead works and storehouses.

By the turn of the 20th century, the blocks up to Gansevoort Street had been returned to the river, with piers launching from West Street. At the West Washington Market, the riverfront continued up Thirteenth Avenue. By this period, the area was a mix of residential buildings, meatpacking facilities and other industrial uses.

By 1930, West Street constituted the waterfront up Manhattan's west side, with the new elevated highway already shown. West Washington Market was the only remaining extension to the island's former Thirteenth Avenue. The West Side Rail, shown running up Tenth Avenue fed the area's New York Central R.R. Freight Yard located between 17th and 18th Streets.

In the mid 20th century, the West Side Elevated line snaked its way up Tenth Avenue. The Gansevoort Market Meat Center came to replace the former open air Gansevoort Market after industry consolidation efforts by Mayor LaGuardia. A Department of Sanitation Destructor Plant then occupied the former site of West Washington Market.

Elevated and on-street rail, circa 1920, looking north on 10th Ave from 14th St.  
Credit: New York Public Library



**1933  
West Side Elevated Line**

In the 1930s, a new elevated rail line helped to separate increasing auto traffic and freight trains. The line, which runs north-south between Tenth and Eleventh Avenues, is now home to the High Line.

**1937  
West Side Elevated Highway**

Begun in 1929, the elevated highway built along the Hudson River was completed between 72nd and Canal Streets in 1937.

Butchers at Little West 12th Street, 1933  
Credit: New York Public Library

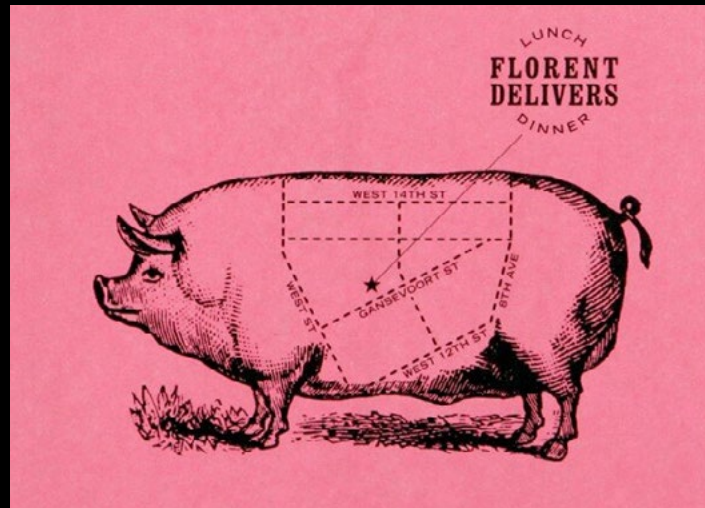


**1949  
Gansevoort Market Meat Center**

Seeking to consolidate the area's meatpackers and modernize their operations, Mayor LaGuardia prompted the construction of the Gansevoort Market Meat Center, now known as the Meatpacking Cooperative.



The elevated West Side Highway was torn down in 1989.  
Credit: New York Public Library.



Credit: Florent Morellet



Credit: Crains New York

**2003  
Gansevoort Market Historic  
District Designation**

Local activists successfully lobbied the Landmarks Preservation Committee (LPC) to register the Gansevoort Market Historic District. The historic district designation enabled the restoration of cobblestone streets and the preservation of the district's historic brick facades.

**1973  
Elevated Highway Failure**

After years of neglected maintenance, the elevated west side highway finally failed in 1973 between Gansevoort and Little West 12th Streets. Access to the road was closed, but the structure sat abandoned for years, impeding New Yorkers' access to the Hudson River.

**1985  
Florent Opens**

Florent Morellet opened an eccentric 24-hour French-American diner on Gansevoort Street. The restaurant became a hub in the gay New York social scene and was the cornerstone for today's proliferation of culinary and nightlife destinations.

**1996  
West Side Highway**

After the elevated highway was finally dismantled in 1989, construction began on the West Side Highway, an urban boulevard with at-grade crossings. The project was completed between Battery Park and 59th Street in 2001, once more changing lower Manhattan's relationship with the River.



Credit: Wikimedia Commons

**1974  
Westway**

As the city debated what to do with the failed elevated highway, Mayor Lindsay and Governor Rockefeller jointly championed a plan to bury the six-lane highway south of 40th Street, dubbed Westway. The plan faced significant community opposition, but remained in debate until 1985, when the idea was nixed.

**1998  
Hudson River Park**

Along with the West Side Highway, New York State set about building the Hudson River Park and established the Hudson River Park Trust to manage it. For the first time in the city's history, the Hudson River at lower Manhattan became a public destination instead of an industrial and maritime corridor. The park has opened in multiple phases with ongoing work to date.

**2008  
Gansevoort Plaza**

The city's first modern pedestrian plaza, designed by Ken Smith Workshop, was piloted and built in the district at Gansevoort Street and Ninth Avenue, cementing the district as pedestrian-priority space. At Gansevoort Plaza, MDMA (then known as MPIA) was a key partner to the NYC Department of Transportation (DOT) as the agency sought to formalize its Plaza Program under the leadership of Mayor Michael Bloomberg.

# Recent History

**2015  
Meatpacking District Management Association (MDMA) Forms**

Founded as a merger of the Meatpacking Improvement Association (MPIA) and the Chelsea Improvement Company (CIC), the MDMA was created as a not-for-profit business improvement district with the goal of supporting the business community, marketing the neighborhood, and keeping the area clean, safe and beautiful for locals and visitors alike.



Credit: Whitney Museum of American Art

**2015  
The Whitney Relocates**

After leaving its storied Marcel Breuer building on the Upper East Side, the Whitney Museum of American Art moved into a new Renzo Piano designed building on Gansevoort Street with 50,000 square feet of gallery space. The move solidified the Meatpacking District as a cultural anchor for the downtown shift of NYC's major art institutions.

**2022  
Rooftop Park Opens @ Pier 57**

Opened in the spring, Google's footprint in the district now extends across West St and into the River with Pier 57. In addition to a public rooftop park, Pier 57 houses City Winery, a new food hall managed by Jamestown LLP, as well as Google demonstration space and office space for over 400 of its employees.

**2009  
High Line Opens**

After a multi-decade campaign to save and reuse the inactive industrial railway by local activists, Joshua David and Robert Hammond formed Friends of the High Line in 1999. Through an 'ideas competition,' the concept for the High Line took shape. Today's design is a collaboration between James Corner Field Operations (Project Lead), Diller Scofidio + Renfro, and Piet Oudolf.



Credit: Friends of the High Line

**2021  
Little Island @ Pier 55 Opens**

Adding to the area's one-of-a-kind public spaces, Barry Diller collaborated with Hudson River Park Trust to imagine a new type of pier park after Pier 54 was damaged in Hurricane Sandy. Upon opening, the unique park, designed by Heatherwick Studio and MNLA, has become a major attraction for visitors to NYC.



Credit: Little Island

**2023  
Gansevoort Peninsula Park**

Set to open next year, Gansevoort Peninsula Park will be the newest major green space in the Hudson River Park. Combining native plantings, a salt marsh, recreational fields, and a beach and kayak launch, the park constitutes the latest attraction connecting New Yorkers with the Hudson River.



# Pedestrian-Oriented District

**The MDMA has led the way in creating a people-centered district where pedestrians takes precedence over cars.**

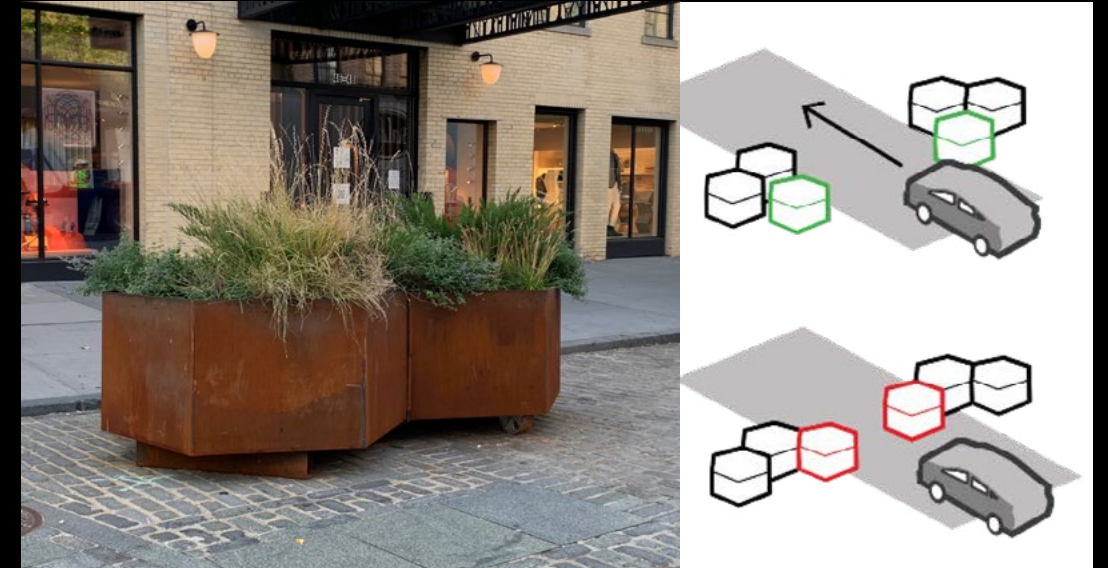
Building off the success of the DOT's Open Streets program, in 2020 the MDMA developed a plan for a Pedestrian-Oriented District (POD). The plan developed a coordinated strategy for open and shared streets where people, business, logistics, and different types of vehicles could co-exist safely. The plan provides additional space for recreation, relaxation, programming and cultural activities. The POD plan proposed and established, with DOT oversight, pedestrianized streets at Little West 12th Street, West 13th Street, Gansevoort Street and Ninth Avenue, which are closed to

traffic from 3 PM to 10 PM. MDMA surveyed their business constituents and found that "over 80% of local business owners or managers were receptive to opening streets for pedestrians and limiting vehicular traffic."

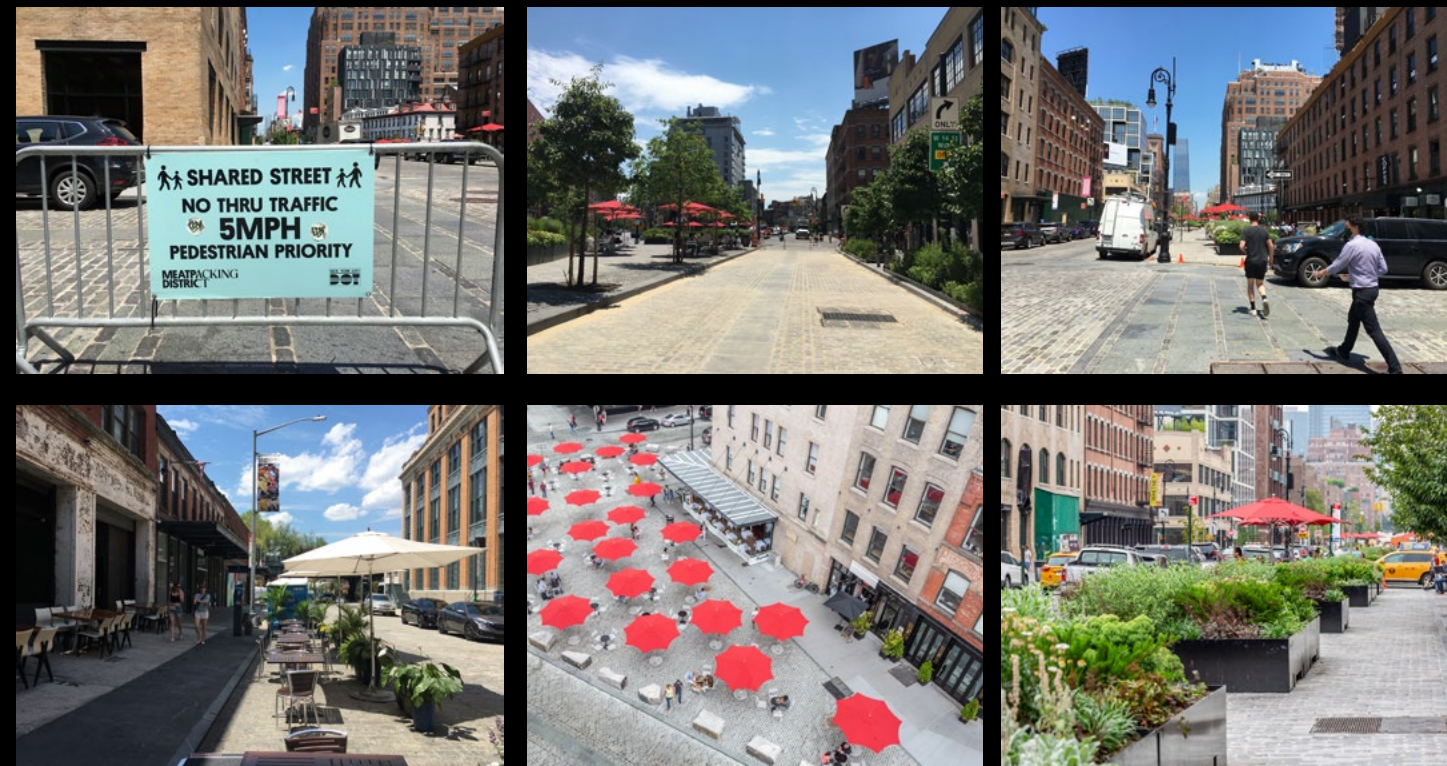
To implement the plan, MDMA worked with Ken Smith Workshop, who has served as landscape architect for the Route 9A pedestrian safety project and developed the district's signature planters, to prototype a retractable planter to restrict traffic movements on pedestrian streets at certain times of day.

Functional planters, designed by Ken Smith Workshop, at the gateway to the district's open streets can swing "closed" to restrict car access while enabling pedestrian permeability.

Diagram credit: Ken Smith Workshop



The MDMA has introduced corten steel as a primary material across its street furniture palette; a material that references the district industrial legacy.

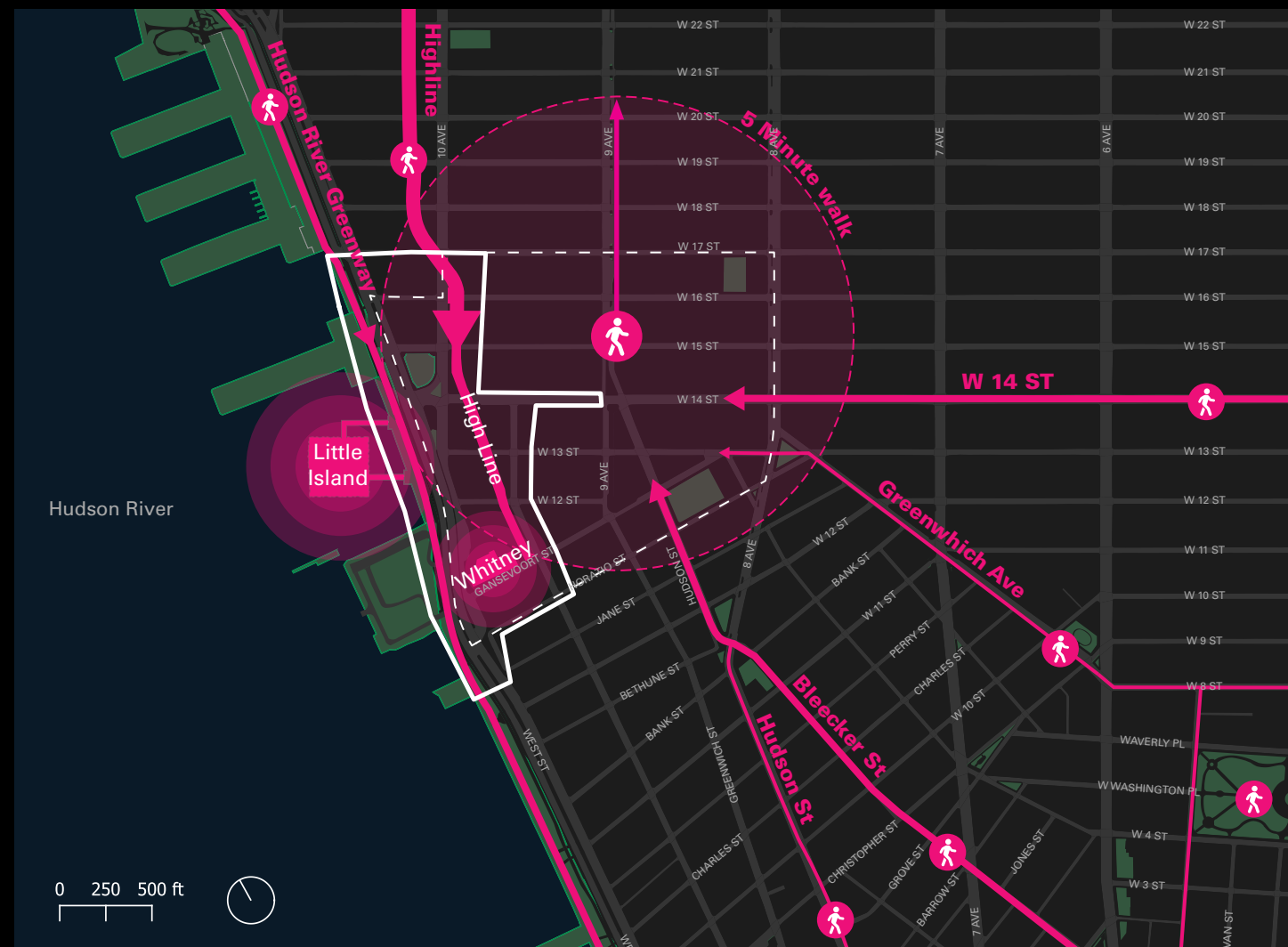


An earlier generation of planters in the area that double as protection from traffic are livestock feeding troughs in a nod to the district's meatpacking history.

# A World-Class West Side

The Meatpacking District represents a critical intersection in a much larger emerging pedestrian and open space network that includes the 14th Street Transit and Truck Priority way, the High Line, Hudson River Park, and the Hudson River Greenway. Multiple key pedestrian routes converge on the Meatpacking District through the West Village, including Hudson Street, Bleecker Street, and Greenwich Avenue.

As a major destination for visitors and an increasingly significant hub of commercial activity, the Meatpacking District has the potential to further prioritize pedestrian activity and support businesses while providing a clear, safe, and accessible gateway to the Hudson River.



Daily bicycle counts on the Hudson River Greenway increased by 29% from 2010-20.



**The Whitney Museum of American Art**

Opened 2014  
1,150,000+ annual visitors



**The High Line**

Opened 2009  
8,000,000+ annual visitors



**Little Island**

Opened 2021  
5,000+ daily visitors

# Amplifying Business and Community Voices

**The Western Gateway Vision encompasses the needs of MTPK's small businesses, major institutions, and community partners, incorporating their visions for the district's future.**

In collaboration with our project partners, MDMA conducted two months of business and community outreach to assess the operational and logistical needs of businesses in the Western Gateway. This coordination ensures that the vision proposed here will support as many of our constituents as possible.

This study and plan process included a listening tour with 18 key business and community stakeholders, as well as a small business survey. The comments and aspirations that we heard are incorporated throughout the Challenges and Opportunities sections that follow.

## Shipping and Receiving

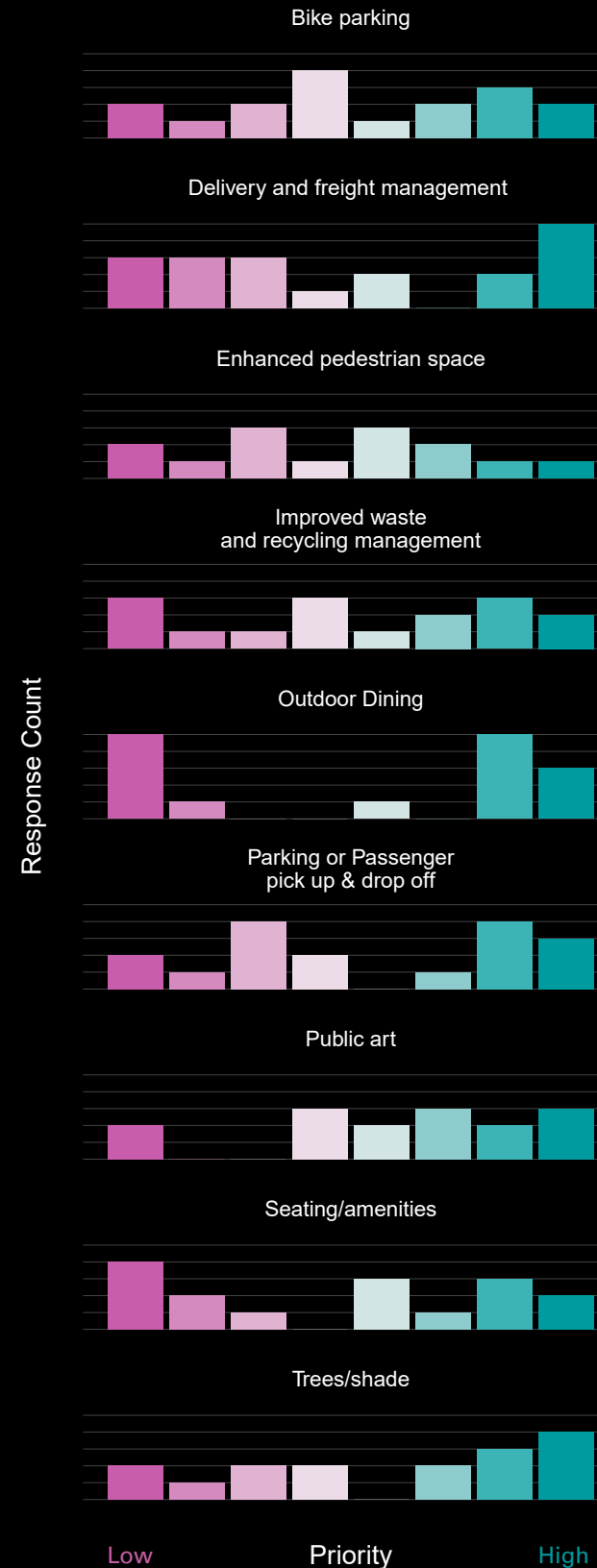
Wednesdays and Thursdays are the busiest dates for shipping and receiving deliveries among small business survey respondents. Friday is the least busy weekday for those operations. Just 25% of small businesses reported shipments on Saturday and 14% on Sunday, reinforcing the weekend as an opportune time for street closures. When asked to identify all the time windows when they receive shipments, the majority of businesses reported shipments during the hours of 7am-5pm: 57% of respondents get shipments between 7am and noon, and slightly more, 62%, have shipments occur between noon and 5pm. Just 10% of respondents get shipments earlier than 7am, and 19% after 5pm. 71% of respondents receive six or fewer delivery vehicles on a typical weekday. 24% have 6-10 shipments and just 5% have over 16 per weekday.

## Priority Interventions

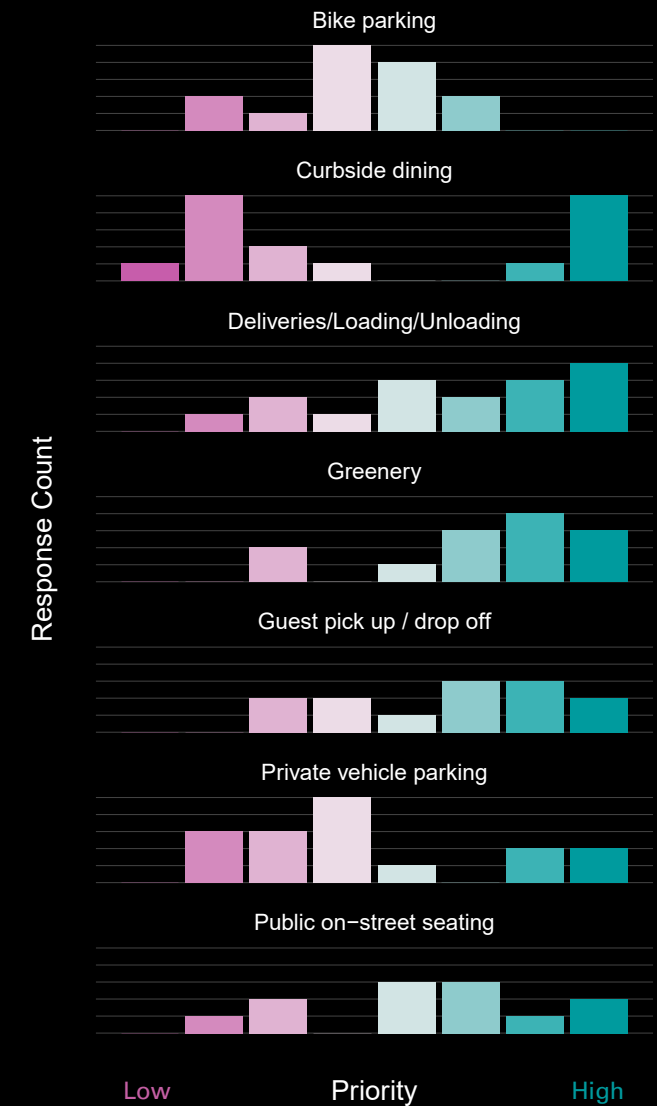
Small businesses showed the most enthusiasm for delivery and freight management, trees and shade, and passenger pick-up and drop-off locations as neighborhood priorities. Outdoor dining structures were polarizing, with those businesses that depend on it ranking it high, and others ranking it low.

Outdoor dining sheds in the curb lane were similarly divisive, but space for deliveries/loading/unloading, and greenery were highly ranked by all. Private vehicle parking, the most common use of the curb across the city, was ranked as a low priority.

Which neighborhood improvements are most need near your store?



What is the most important use of the curbside/parking lane on your block?



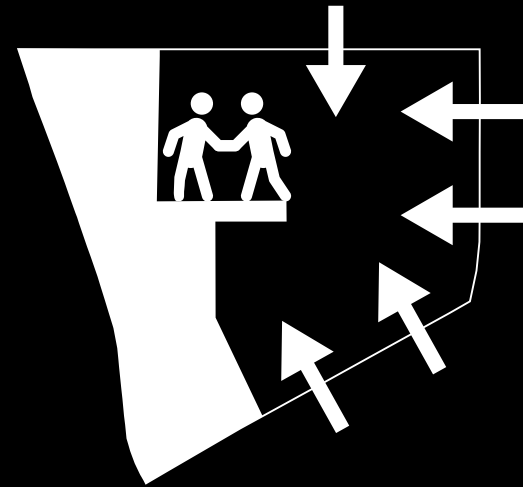
**The Meatpacking District  
lies at the nexus of  
industry and culture,  
but the infrastructure  
that once supported its  
businesses is misaligned  
for its current needs.**



# Project Principles

## A new Western Gateway public realm vision will connect the waterfront and the Meatpacking District.

The Western Gateway public realm vision emphasizes streets that are safer and more welcoming to pedestrians, and public spaces designed for various uses, business needs, and that extend the district's unique design vocabulary westward. With this vision, the MDMA hopes to transform the way visitors and locals utilize the district and interact with the adjacent waterfront. These enhancements will better tie together the two halves of the district, creating aesthetic and perceptual continuity. The following principles anchor this plan and provide a foundation for further design exploration and development.



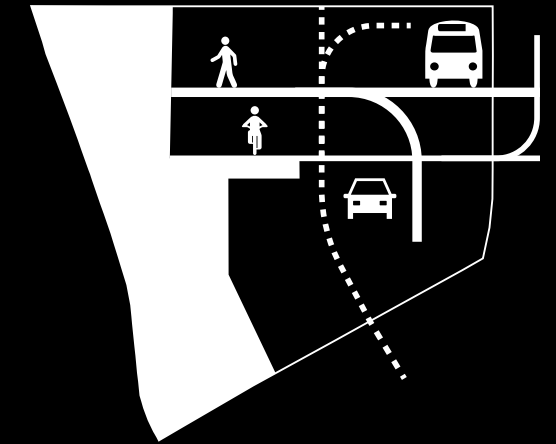
### Safe + Inviting

Create streets that are safe for all users and public spaces that foster gathering



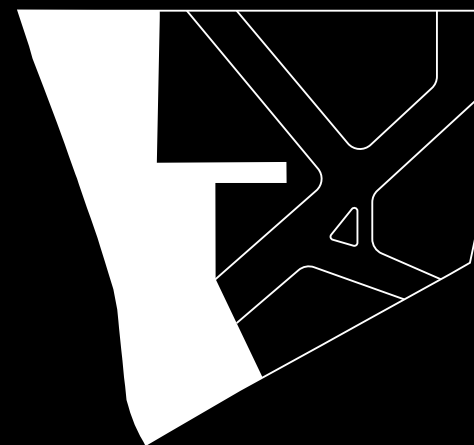
### People-Centered + Balanced

Create parity between commerce, neighborhood logistics needs, and public realm activity



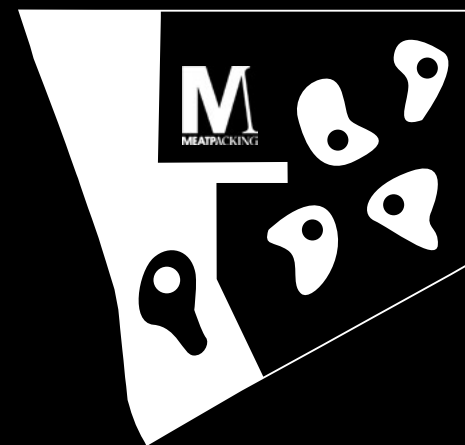
### Connected + Seamless

Enhance mobility through improved pedestrian, bicycle, and transit access to and from the District



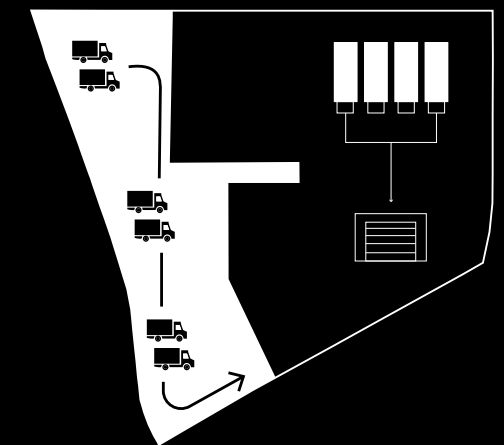
### Rational + Organized

Reduce conflicts for all users while bringing order to the curb



### Chic + Timeless

Build on the District's high quality design legacy through enhanced public space



### Coordinated + Innovative

Manage resource flows into and out of the District using modern best practices for freight and commerce

# Public Realm Vision



# Public Realm Vision

**In collaboration with our business and community partners, the MDMA presents a plan to address the challenges collectively identified in the existing Western Gateway and build on its myriad opportunities.**

The Western Gateway is an area of contradiction and potential. Absent the attention and investment afforded other parts of the district, the Western Gateway's streets and public spaces remain an overlooked back-of-house that divides the district from the flourishing activity along the Hudson River.

Over the last year, conversations with local stakeholders have reinforced this point. Tenth Avenue is drab and unwelcoming to pedestrians and commercial activity, the complex interchange at 14th Street and the West Side Highway is a nightmare to navigate, and the growing number of destinations along the River, Tenth Avenue, and Washington Street increasingly stress the area's infrastructure. At the same time, the meatpacking cooperative central to the Western Gateway, the area's graffitied brick walls, and 20th century ironwork infrastructure exemplify the grit and eccentricities that originally attracted so many creatives and entrepreneurs to the district in its modern renaissance.

Through on-site assessments, conversations with business owners and institutions, surveys, community conversations, and data analysis the MDMA has cataloged the area's challenges, pain points, burgeoning opportunities and moments of intrigue. The section that follows relays those findings and presents a vision that reimagines the Western Gateway. It is a plan that celebrates its industrial history and builds on its material palette while supporting its present and future reality as a threshold to the water, the district's functional spine, and a dynamic new urban space.



# Opportunities Overview

## Pedestrian

- Improve east-west connectivity
- Design for walkability at Tenth Avenue and 14th Street
- Activate Tenth Avenue as a gateway to the water
- Expand open streets westward
- Prioritize walkers on Washington Street
- Open a new West St crossing at Gansevoort St to improve waterfront park access
- Create new gathering spaces
- Connect the Whitney Museum and Chelsea Market to Hudson River Park

## Bus

- Improve access to buses on 14th Street west of Ninth Avenue
- Simplify M12 and M14D's connection from 14th Street to West Street

## Freight

- Reduce conflicts between trucks and people
- Pilot new strategies to improve delivery and pickup
- Protect the area's industrial businesses
- Reduce Manhattan truck traffic with a freight transfer point for last-mile distribution on small electric vehicles, serving MTPK and surrounding neighborhoods.
- Get trash bags off the sidewalk in staging containers for pickup

## Bicycle

- Improve east-west connectivity
- Protect cyclists on 10th Ave
- Improve crossing to the Hudson River Greenway
- Introduce contextual lanes on cobblestone streets
- Introduce secure bicycle parking

## Auto

- Rationalize the Tenth Avenue and 14th Street interchange
- Design to prevent dangerous maneuvers
- Limit private vehicle access to elevate pedestrian experience
- Slow vehicles down to human-speed where streets are shared
- Reduce non-local auto trips through the Village / MTPK
- Coordinate / rationalize pick-up and drop-off for hire-vehicles (FHV)





# Western Gateway Focus Areas

**This section highlights the challenges and opportunities identified by MDMA and local stakeholders in six focus areas across the Western Gateway. Each area has its own character and function within the study area.**

Zones 1 and 2, along West 14th Street and Washington, are at the district's commercial, dining and nightlife core, and serve as the east-west gateway.

Zones 3 and 4 along Tenth Ave south of 14th Street have historically accommodated the district's back-of-house functions, but with the rise of the west side now function as the district's front porch to the Hudson.

Zone 5 is at the critical intersection of Tenth Avenue, 14th Street and West Street, the threshold between MTPK and the river. Zone 6 is centered around Tenth Avenue north of 15th St where a wide avenue and inactive street frontages deter pedestrian activity.

**01 14th Street Gateway**

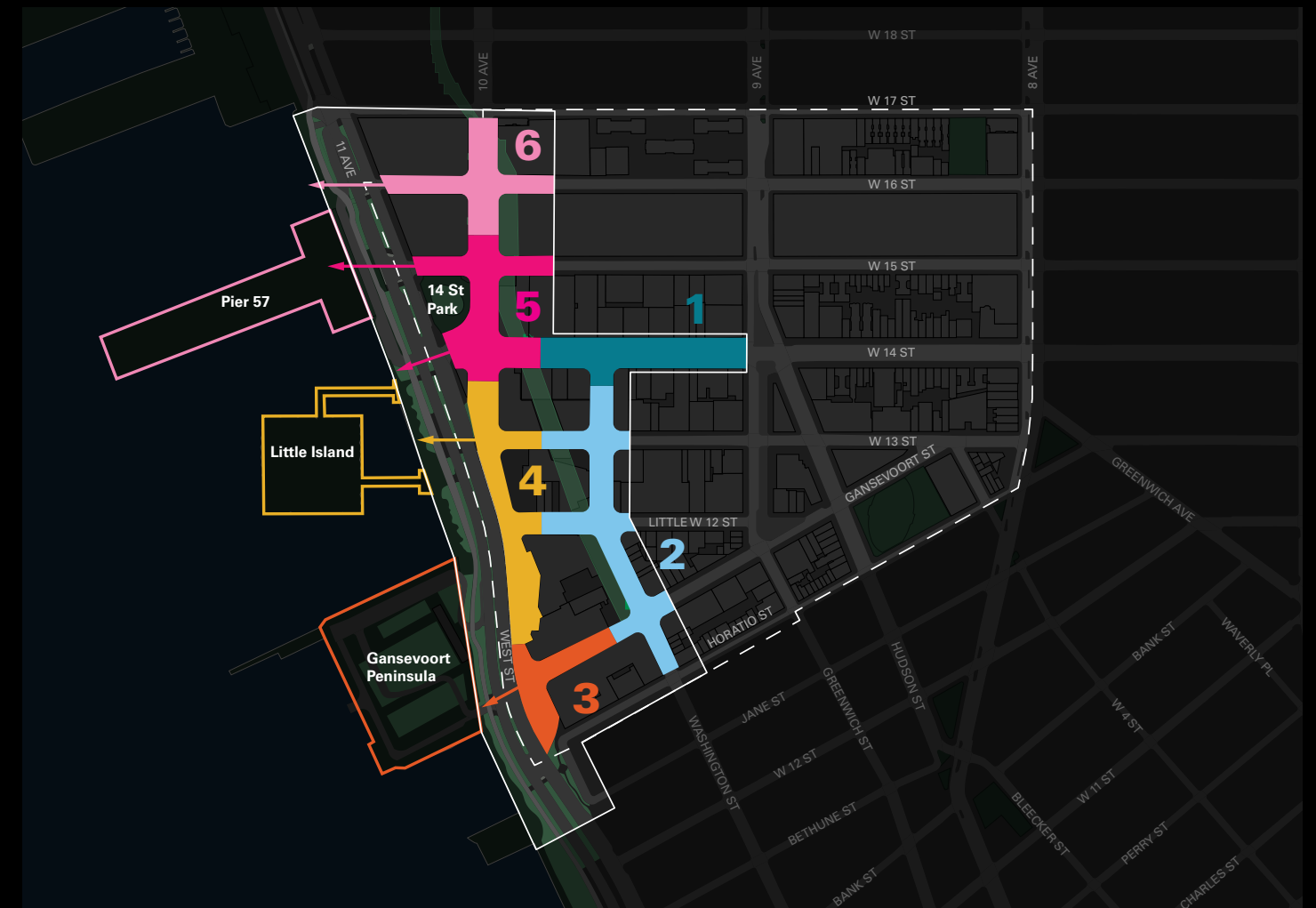
**02 Washington Street**

**03 Gansevoort Landing**

**04 Tenth Avenue / Meatpacking Cooperative**

**05 14th St and 10th Ave Interchange**

**06 Chelsea Market Streets**



# The New Western Gateway

This proposed vision transforms streets that have marginalized people and public space for a century into safe, inviting and vibrant places for people to walk, bike, gather, and socialize. The essential business operations on the district's Western side will no longer be an afterthought, as we plan for the functions that enable the district to thrive in an organized manner that works in concert with the district's pedestrian priority and safety goals.

The proposal accomplishes this dual imperative by using four simple strategies.

**Repurpose the Streets** through expanded sidewalks, new green space and public art, and expanded bicycle facilities.

**Prioritize Uses by Time-of-Day** to put people first during peak business hours by using 21st century freight management, and make way for essential freight during off-hours.

**Facilitate Connectivity** by forming new links across major roads, introducing public space nodes, and filling gaps in the bike network.

**Reduce Through Traffic** by prioritizing safe spaces for people over vehicular throughput.

The resulting vision sets a new path forward that builds on the area's strengths as a pedestrian center and a commercial, entertainment, and nightlife hub, while working in conversation with its historical interconnectedness with the Hudson River.

This is a long-term strategy to improve and activate the Western Gateway, but many of its components can be realized in the short-term to see immediate benefits.

## Pilot Projects

Years 1-2 — We can immediately pilot changes to sidewalk geometry and traffic circulation using cones, planters, and paint to understand their impacts and iterate their design. Pilots may also include policy interventions like time-of-day management, and a pilot freight micro-distribution hub.

## Phase 1: Interim Build-Out

Years 2-3 — Using our findings from pilot projects, we will begin to install interventions using temporary materials while capital projects are planned and designed. That includes expanding pedestrian space, new bicycle infrastructure, more curb space for shipping, delivery and for-hire-vehicle operations, time-of-day traffic restrictions, and installing public art.

## Phase 2: Capital Build-Out

Years 3-10 — The final phase will build out tried and tested interventions in permanent materials. That includes introducing a median on 14th Street, opening 14th Street Park into a public square, creating curbless shared streets at Gansevoort and lower Tenth Avenue, and introducing more plantings and greenery.



Pilot project, 2020

# Existing Conditions



1 14th Street Gateway



4 Tenth Avenue/Meatpacking Coop



2 Washington Street



5 14th St and 10th Avenue Interchange



3 Gansevoort Landing



6 Chelsea Market Streets



# Phase 1: Interim



1 14th Street Gateway



4 Tenth Avenue/Meatpacking Coop



2 Washington Street



5 14th St and 10th Avenue Interchange



3 Gansevoort Landing



6 Chelsea Market Streets



# Phase 2: Capital



1 14th Street Gateway



4 Tenth Avenue/Meatpacking Coop



2 Washington Street



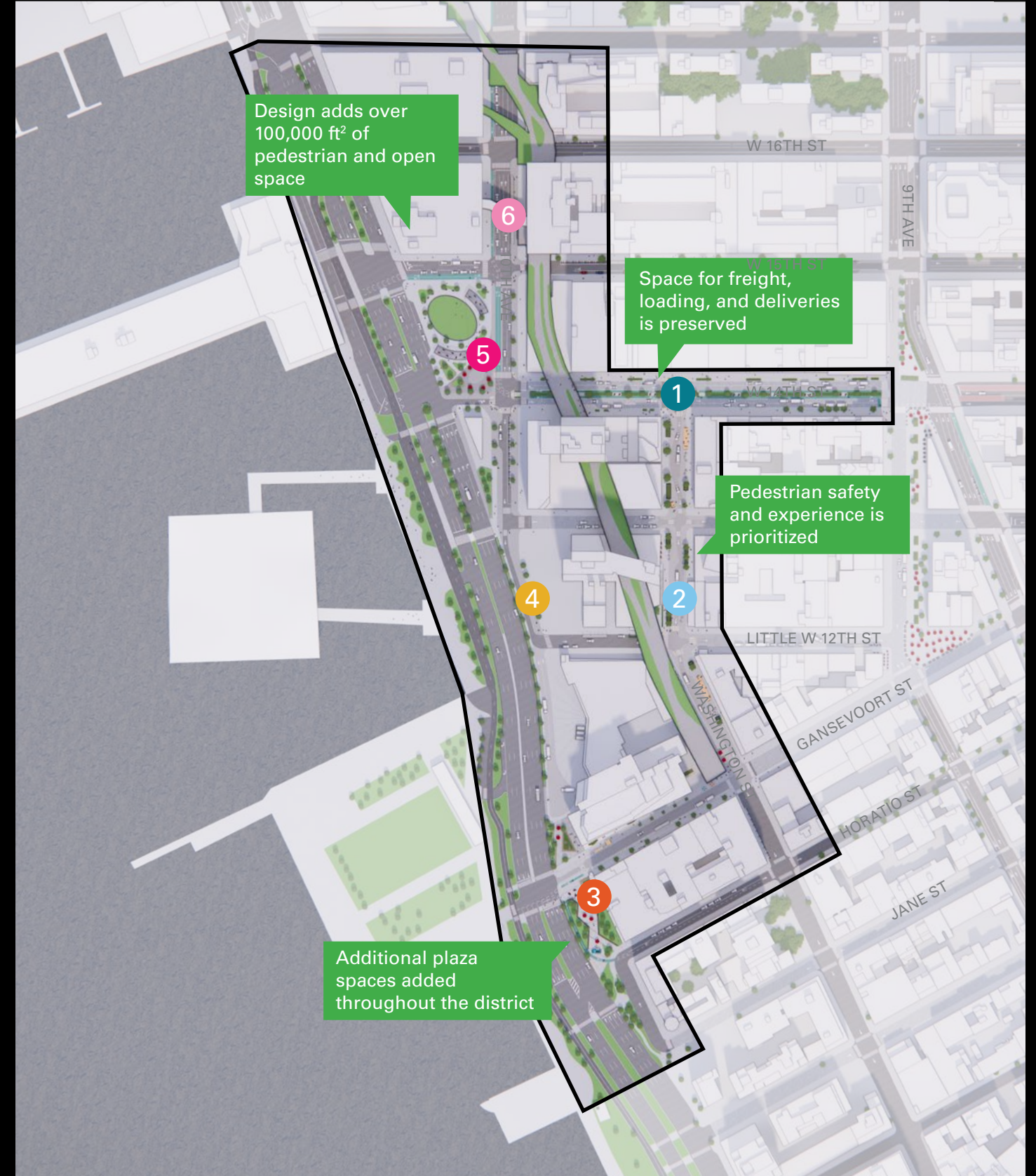
5 14th St and 10th Avenue Interchange



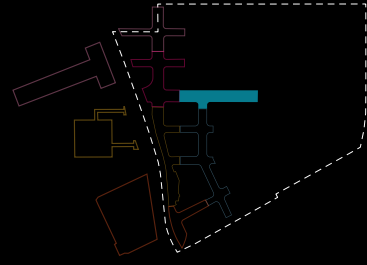
3 Gansevoort Landing



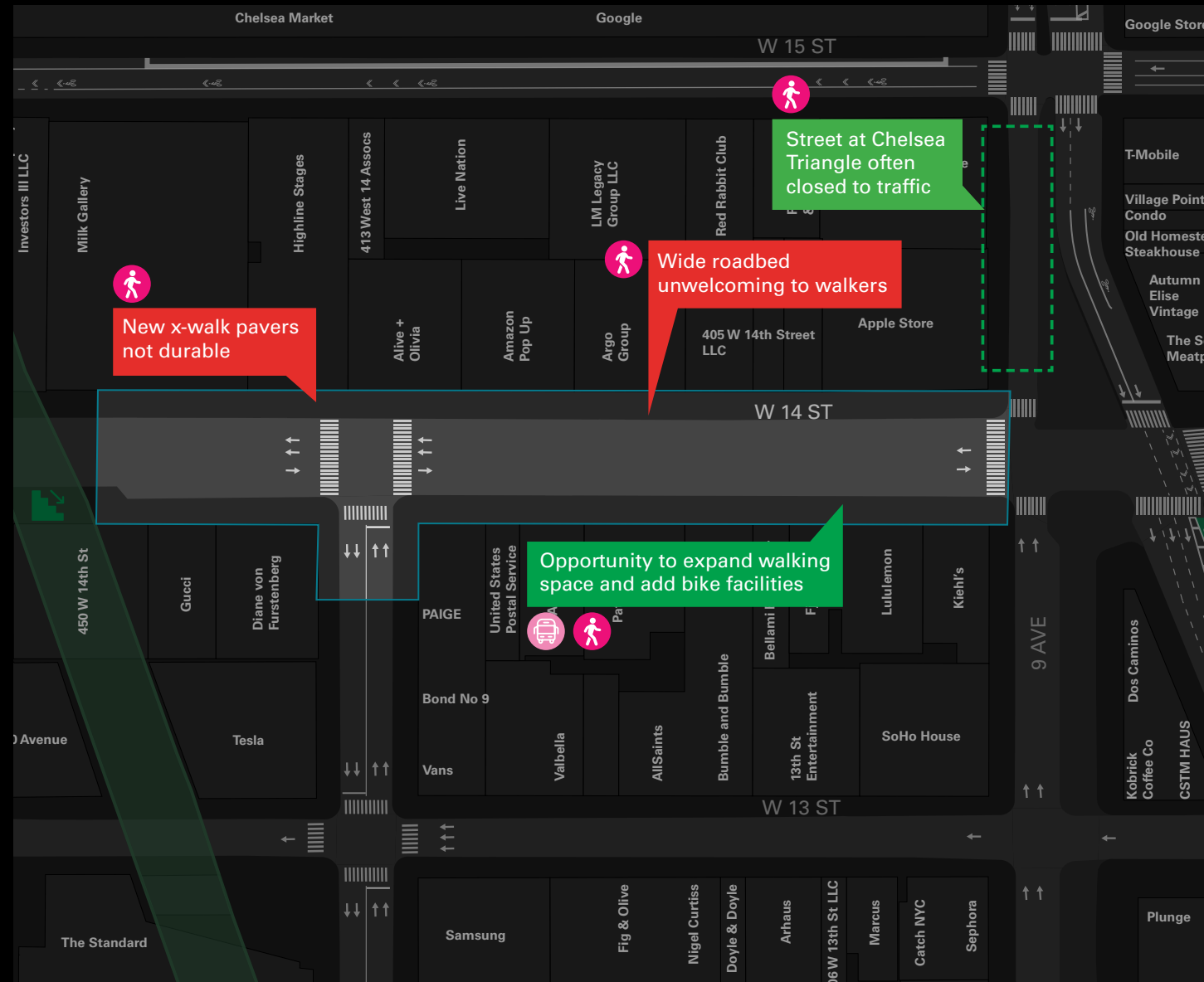
6 Chelsea Market Streets



# 14th Street Gateway

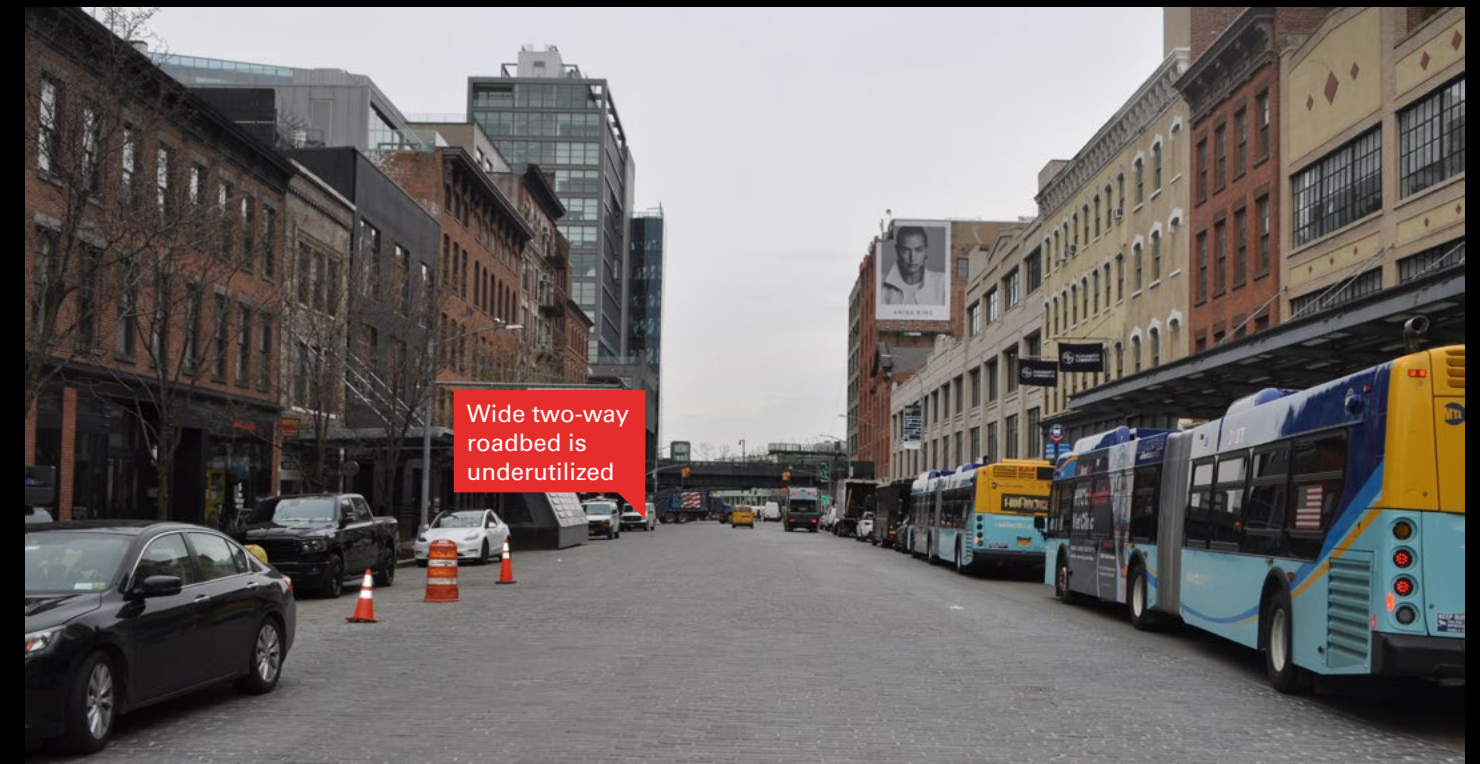


- Challenges
- Opportunities
- Pedestrian
- Bicycle
- Bus
- Auto
- Freight



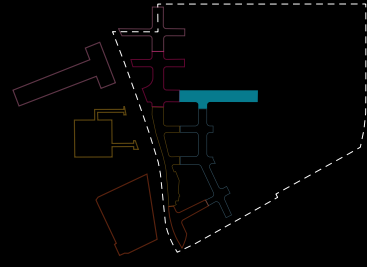
Businesses, residents, and owners see West 14th Street's potential as a pedestrian boulevard and gateway into Manhattan from the river. Currently, 14th Street is an excessively wide roadway. Requests on 14th street included the addition of greenery, street furniture, bicycle infrastructure, and the return of its historic awnings.

Stakeholders sought to explore options for wider sidewalks, a center-running median, and the inclusion of smooth bicycle tracks that would ease cyclists' trip over street's cobblestone pavers, and link existing bike lanes on Hudson St and Eighth Ave to the Hudson River Greenway. The introduction of new trees, greenery, and public art on 14th Street can improve the pedestrian experience, and better link the High Line, Hudson River Park and the district and extend the network of linear public spaces that facilitate pedestrian and bicycle movement in the district.



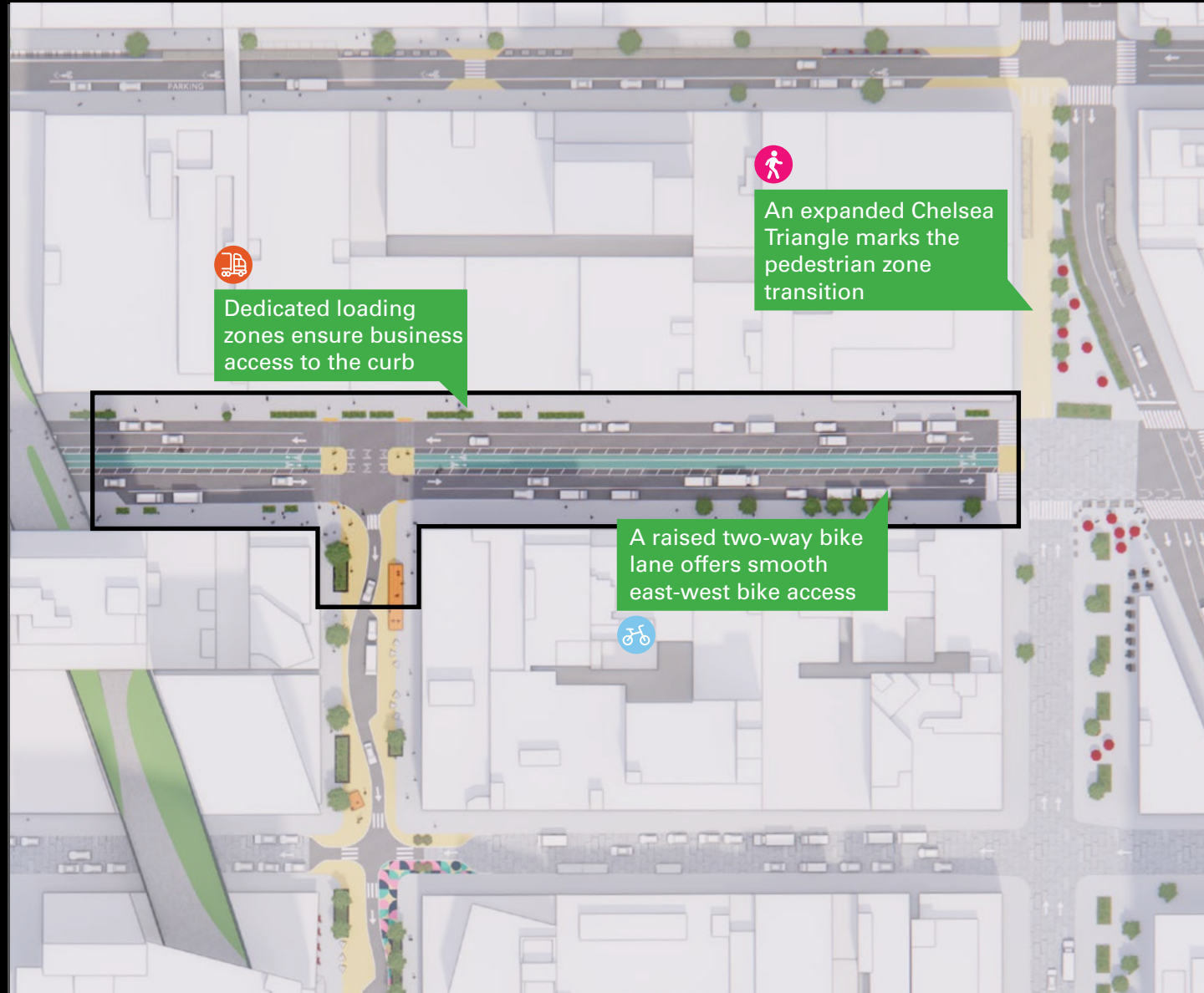
# 14th Street Gateway

## Interim



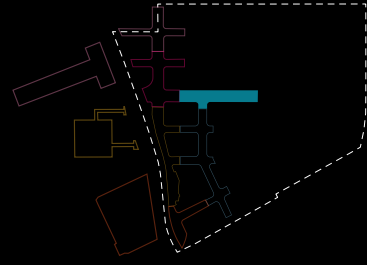
- Pedestrian
- Bus
- Bicycle
- Auto
- Freight

In an interim condition, a bidirectional center-running bikeway will establish 14th Street as a bike- and pedestrian-focused boulevard connecting the Meatpacking District to the Hudson River. Bike lanes, separated from the street by a grade change to median height, create a safe, smooth route on this currently wide, cobbled street and connect cyclists to protected bike lanes on Ninth and Tenth Avenues.



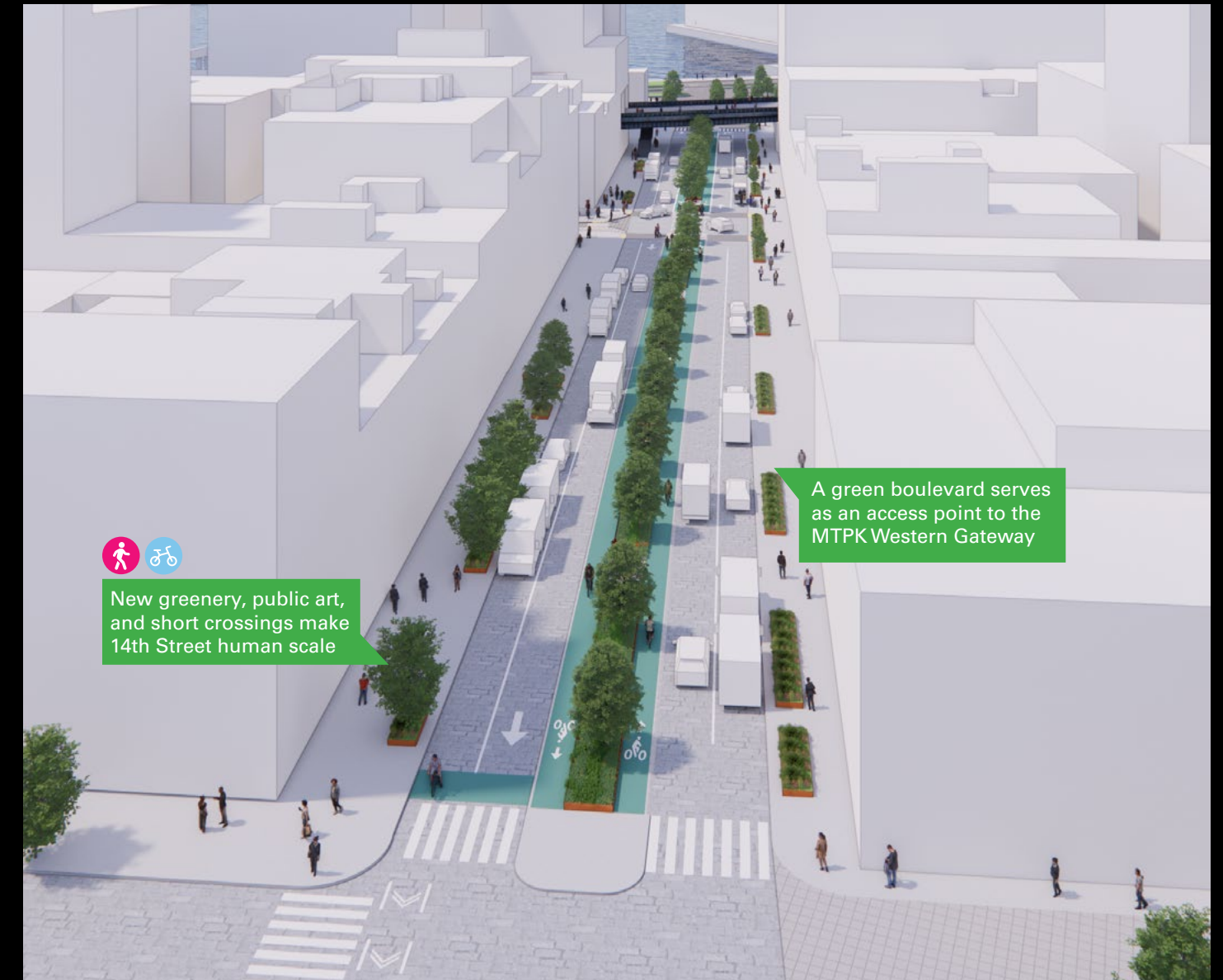
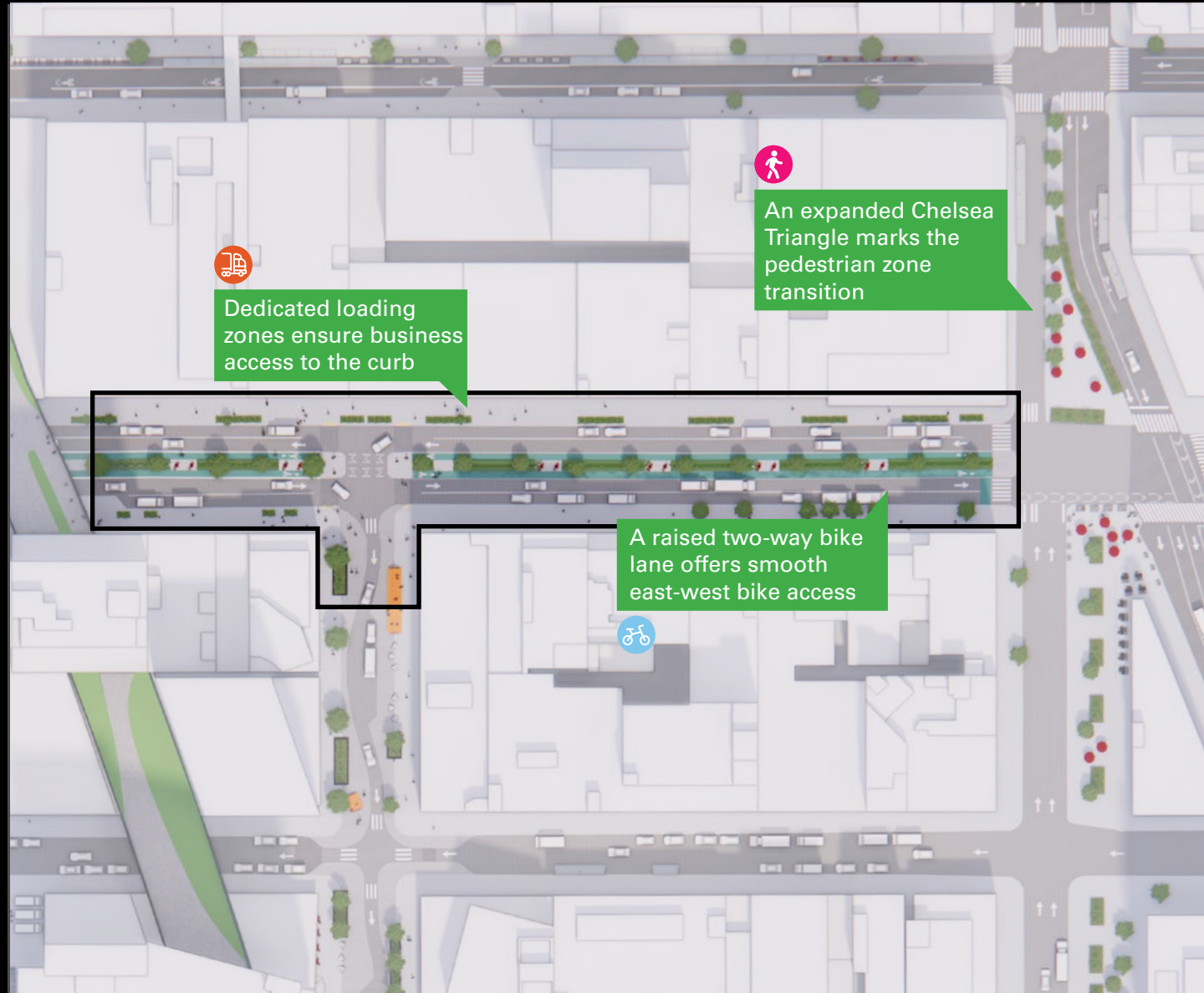
Focus Area 01 / Vision

# 14th Street Gateway Capital



-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

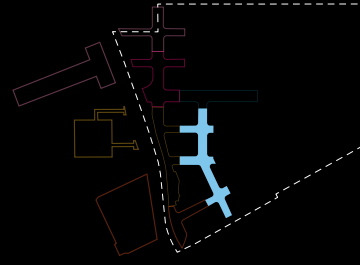
A landscaped median, with bikeways on both sides, will establish 14th Street as a bike- and pedestrian-focused boulevard connecting the Meatpacking District to the Hudson River. Bike lanes, separated from the street by a grade change to median height, create a safe, smooth route on this currently wide, cobbled street and connect cyclists to protected bike lanes on Ninth and Tenth Avenues. In the capital phase, the median will host sculpture and artwork, bringing the district's design specialty into public focus.








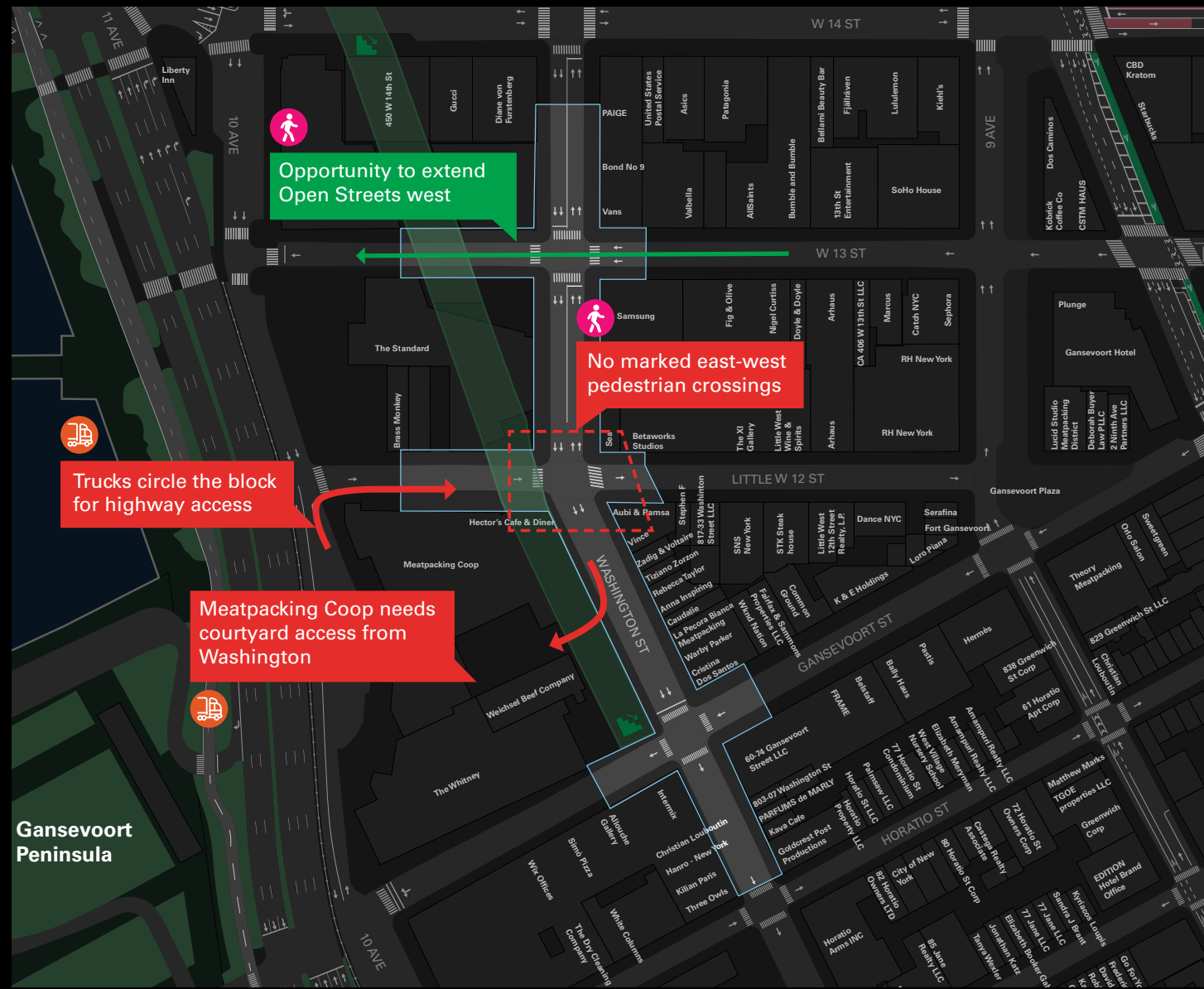




# Washington Street



■ Challenges      Pedestrian      Bus  
■ Opportunities      Bicycle      Auto      Freight



Washington Street has seen a major transformation from a service street to one of Downtown's most sought-after shopping and nightlife corridors. The awnings that once held meat hook tracks now create pleasant pedestrian arcades that add to the street's charm and speak to the district's history.

The primary concern residents and businesses expressed about the corridor is roadway rationalization. At Little West 12th Street, Washington Street changes from two-way, to one-way southbound without clear indication to drivers. Brass Monkey, located down the block, and Community Board Two note that this crossing feels dangerous for walkers, with a stop sign only recently installed after years of advocacy by the MDMA.

The meatpackers at the Cooperative note that they need the one-way street in front of their facility in order to maneuver their trucks into loading bays and their interior courtyard. Numerous small retailers along the corridor also rely on the curb for their logistic needs.

Washington Street marks the edge of the Gansevoort Market Historic District. The blocks between Horatio and Gansevoort Streets, and 13th and 14th Streets are within the district, while the stretch from Gansevoort to 13th is not, creating a haphazard mix of cobblestone and asphalt paving.

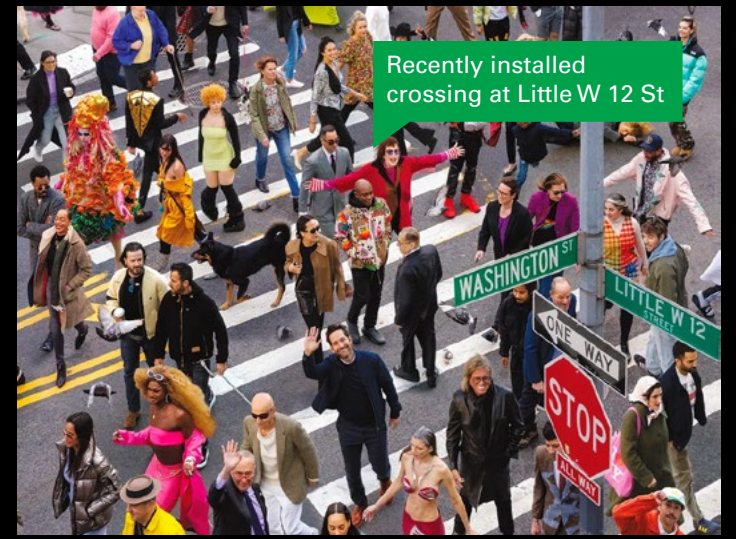
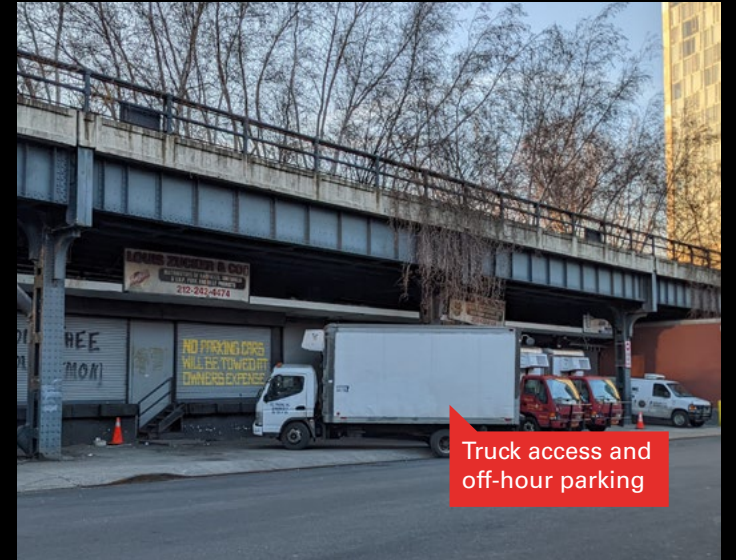
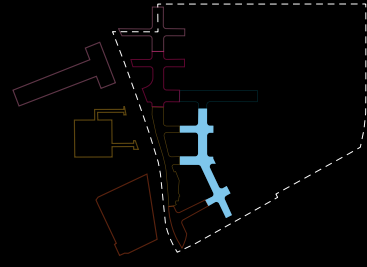


Photo: Pelle Cass for New York Magazine

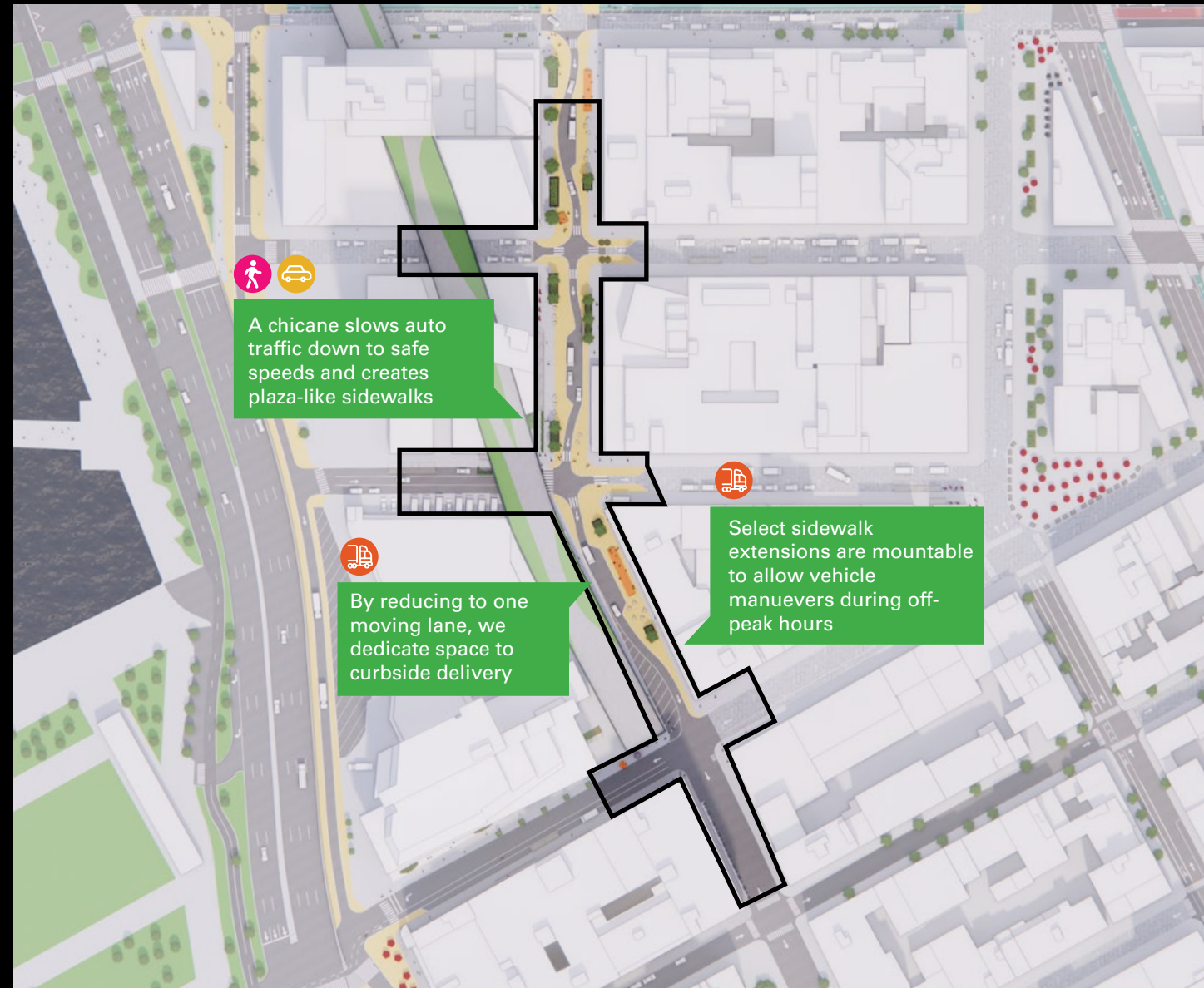
# Washington Street Interim



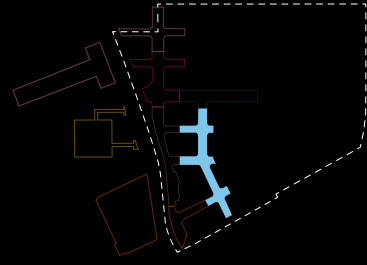
Washington Street will become a main pedestrian spine, with ample space for businesses to spill into newly-created public spaces. The two-way street will become one-way, with southbound traffic. Chicanes running from 14th Street to Gansevoort Street will slow vehicular speeds while creating new public space. Meatpackers and other deliveries will have southbound access for deliveries, and certain chicanes can be managed

with time-of-day policies to allow larger trucks wider turning radii in early mornings, before pedestrian volumes are high. During events and festivals, Washington Street can easily become a temporary Open Street.

-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

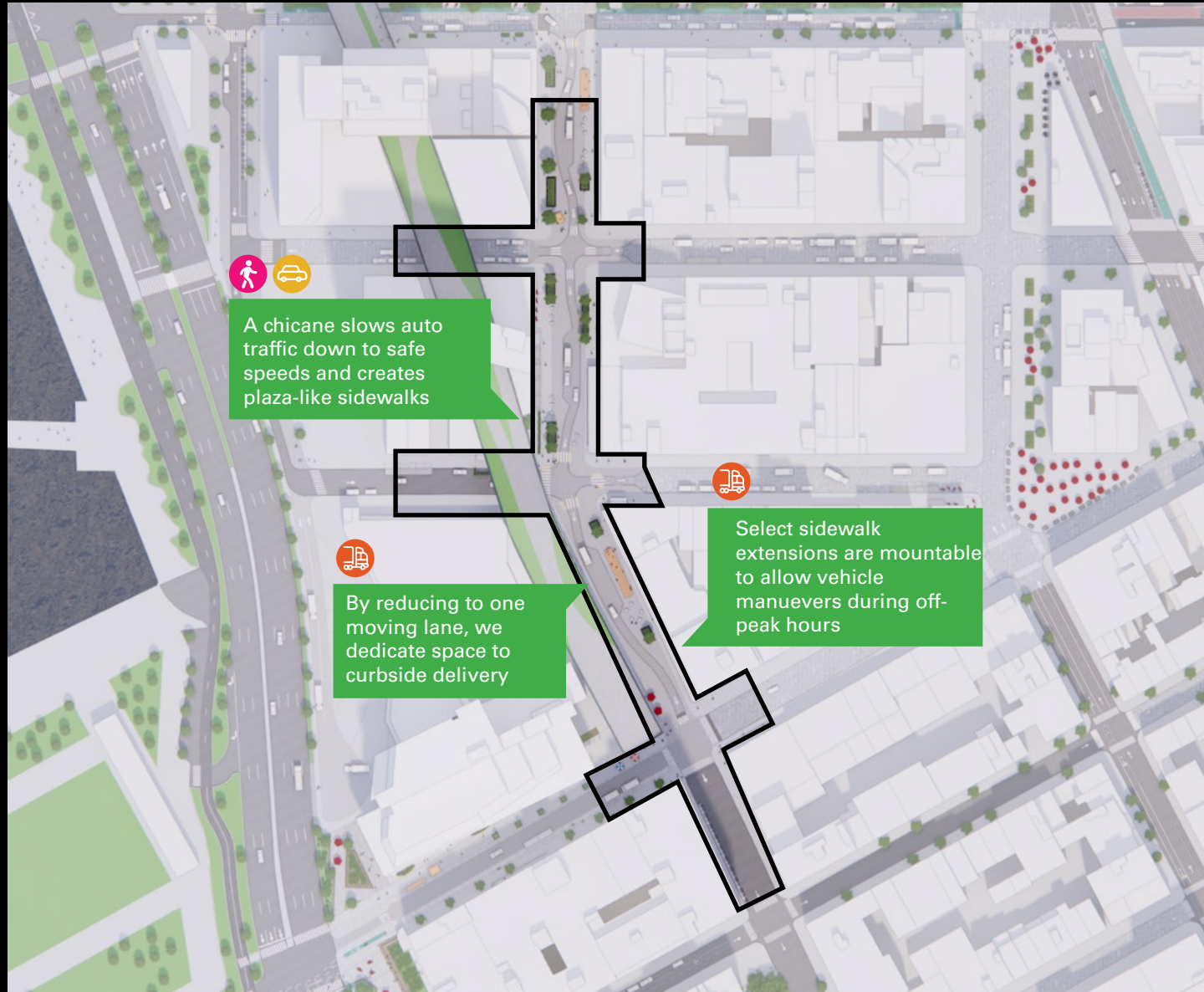


# Washington Street Capital



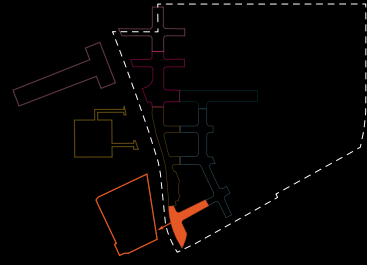
-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

In a capital phase, Washington Street's curb extensions and time-of-day managed chicanes will become permanent, melding with existing sidewalk to create high-quality pedestrian space with seating and plantings. The one-way southbound street includes spaces for pick-up and drop-off while prioritizing pedestrian activity.

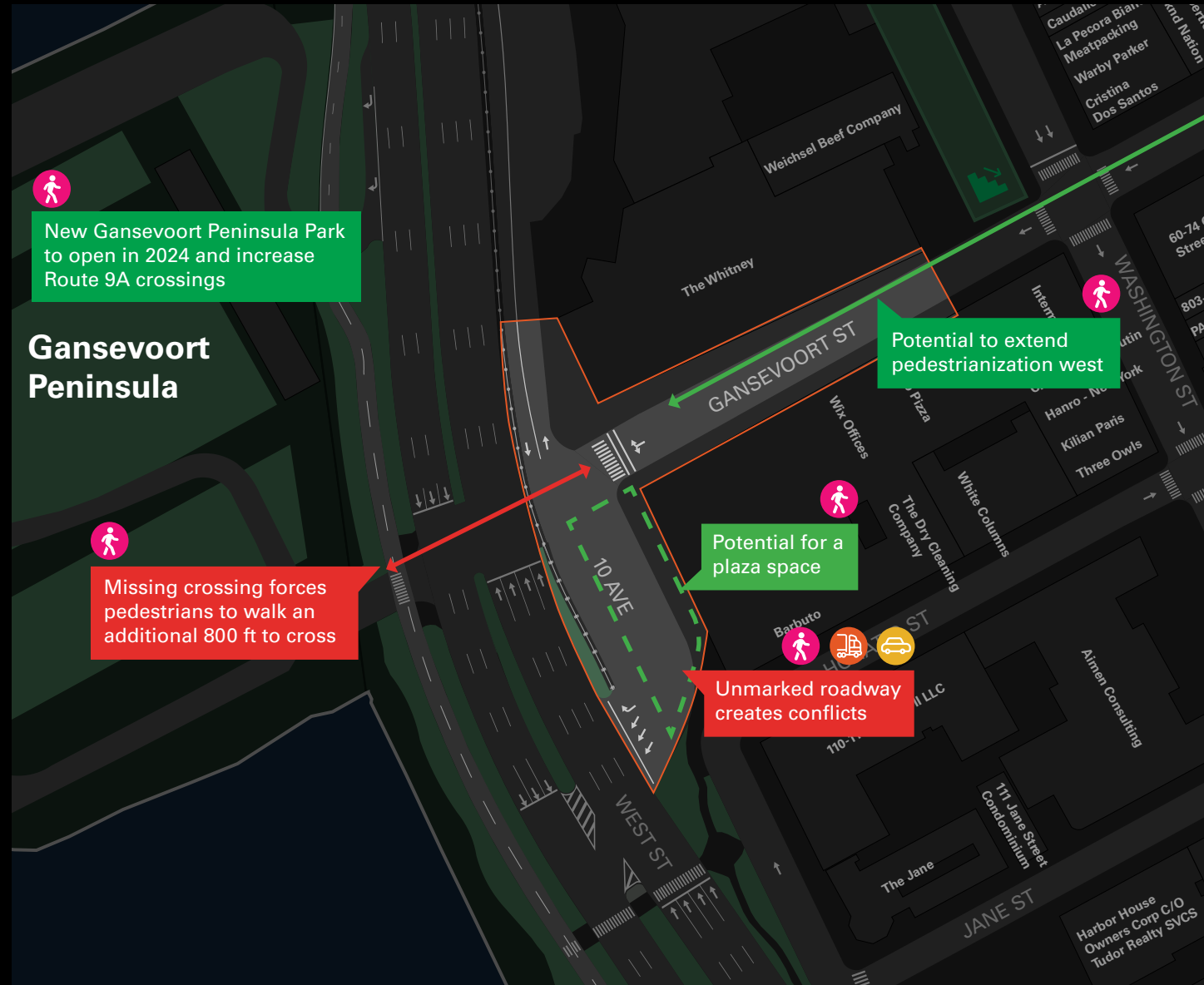




# Gansevoort Landing



- Challenges
- Opportunities
- Pedestrian
- Bicycle
- Bus
- Auto
- Freight



Rather than serving as a gateway to the River and the new Gansevoort Peninsula, the area at Tenth Avenue and the end of Gansevoort Street greets people with an expanse of unordered roadbed and a concrete and chainlink barrier. Residents complain that the roadway attracts dirt bikers and drag racers during overnight hours, resulting in noise and safety issues. During the day, the wide street encourages vehicular speeding and traveling the wrong way.

Residents, owners, businesses, and park administrators all agreed that a pedestrian crossing to the river at Gansevoort Street makes sense. The crossing would connect the Hudson River Park to MTPK and the High Line, and form the most direct route from the 14th Street subway station to the coming Gansevoort Peninsula Park. Residents noted that the existing mid-block crossing between Jane and Horatio St is awkward to use without alignment to the street grid, sometimes feels unsafe due to poorly

maintained landscaping, and lacks access ramps for wheelchairs and bikes traveling eastbound. A crossing would also better connect the Whitney Museum and Days End, NYC's largest piece of public art, commissioned by the museum in the Hudson River off the peninsula.

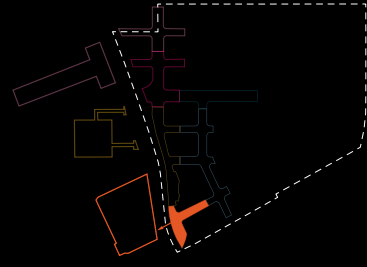
Stakeholders also identified the large open roadway as a potential pedestrian plaza location, with interest from both the Whitney and TF Cornerstone which owns the building at 95 Horatio Street. The Jane Street Block Association, which currently stewards the green space on the block south of Horatio Street sees potential for extending and improving the existing planted and pedestrian space, and the Whitney expressed interest in expanded seating and gathering space in this area.



Focus Area 03 / Vision

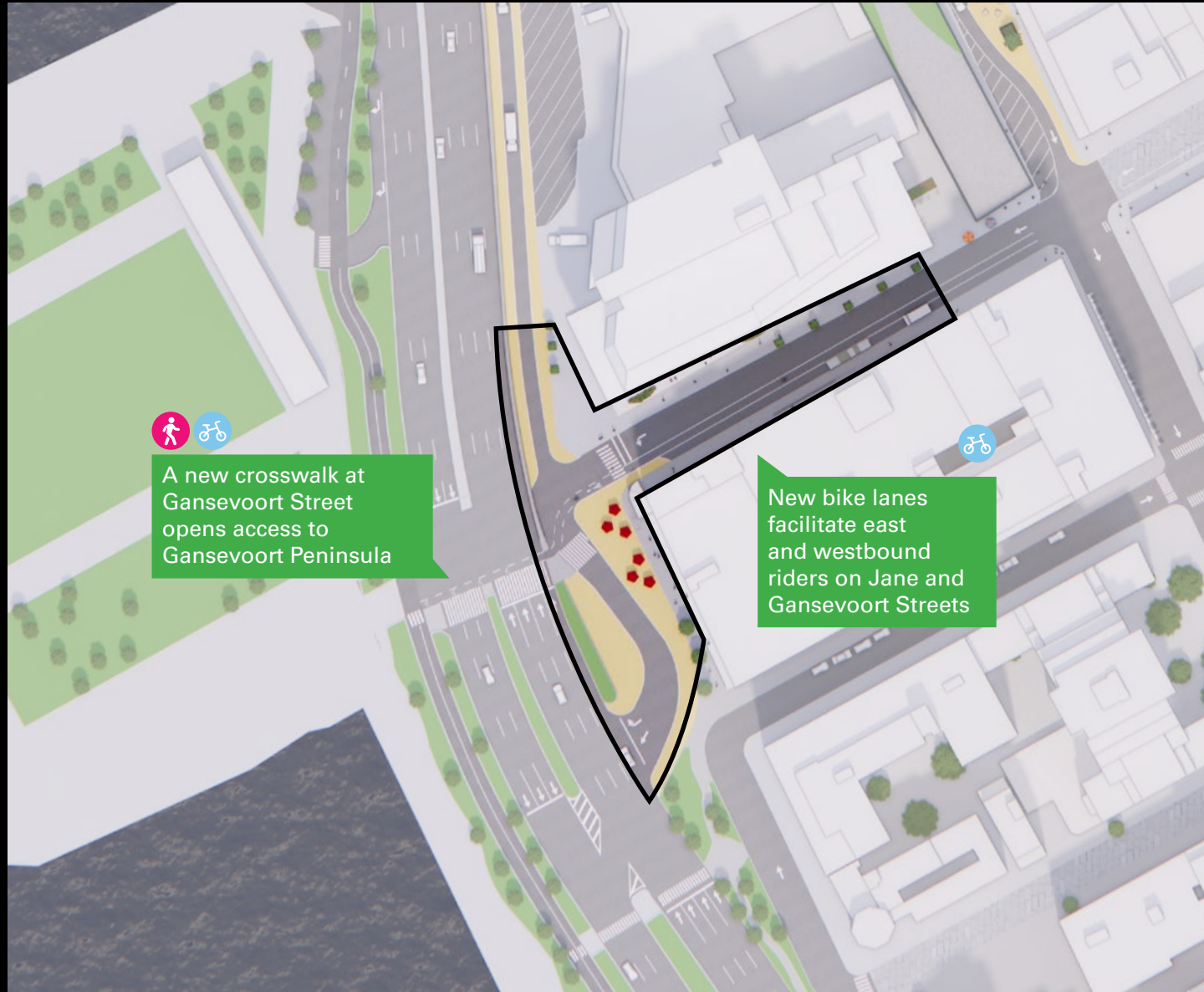
# Gansevoort Landing

## Interim



-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

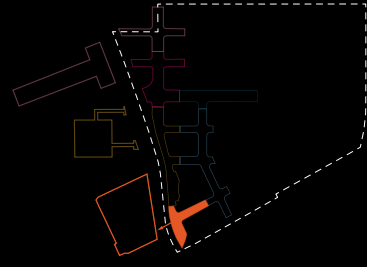
Gansevoort Street will live up to its potential as a gateway to the Hudson River and create a large pedestrian plaza from the Whitney Museum's river-facing front steps to Horatio Street. Whitney visitors and others will use the plaza as an extension of the museum, for cafe seating, and for additional public space.



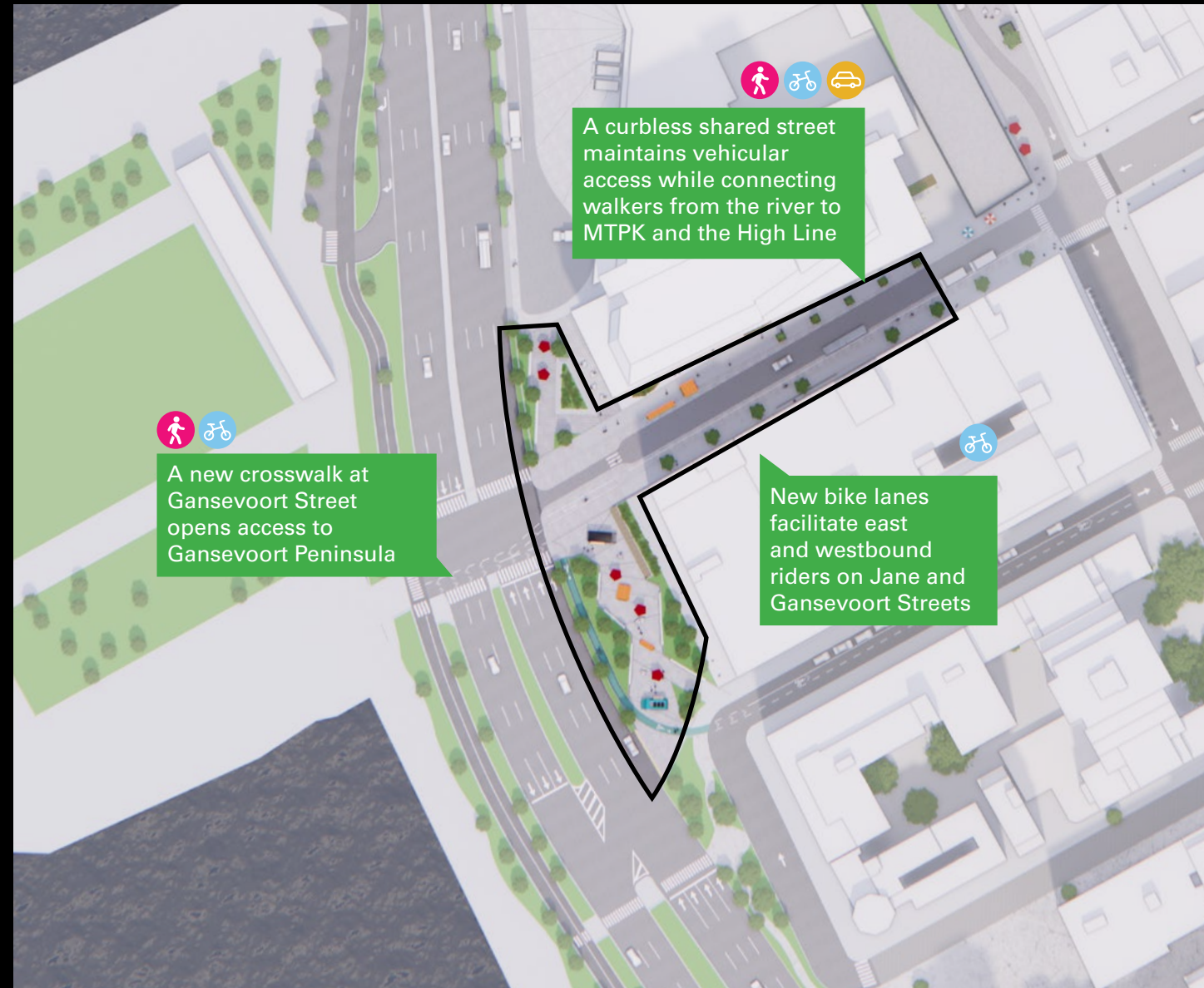
Focus Area 03 / Vision

# Gansevoort Landing

## Capital

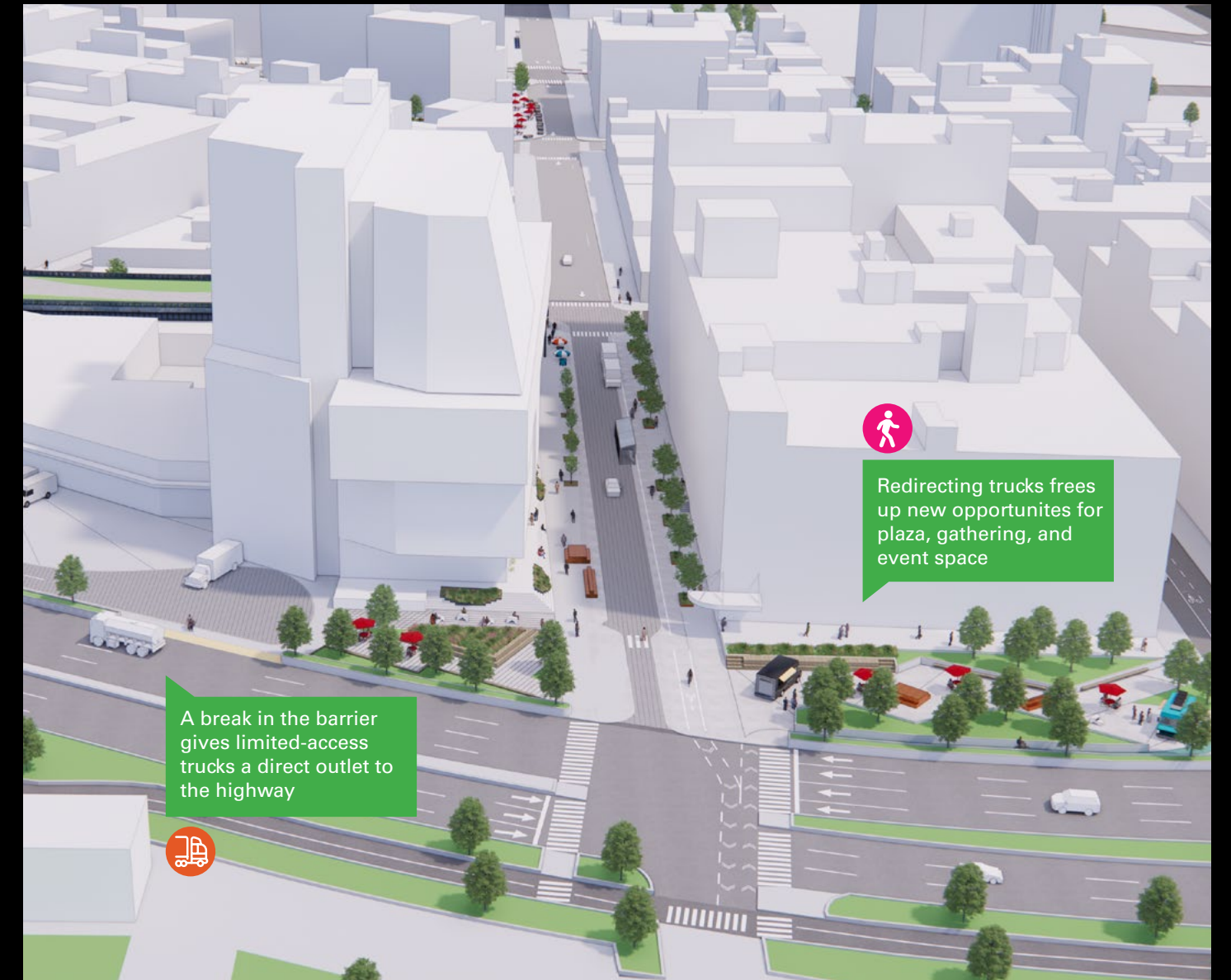


-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight



The design adds critical pedestrian crossings to the Hudson River Greenway and strengthens the connection between the Meatpacking District and the forthcoming Gansevoort Peninsula. Gansevoort Street between Route 9A and Washington will be a curbless shared street, using decorative pavers to distinguish space where vehicles have slow-speed access from space exclusively for pedestrians. Along Route 9A, north

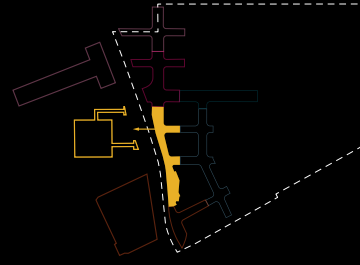
and south of Gansevoort Street, a new plaza with seating, landscaping, and programming is a front porch for the Whitney Museum and a gateway to the Hudson River.












# 10th Ave / Meatpacking Co-op



<span style="color: red;">■</span> Challenges	 Pedestrian	 Bus
<span style="color: green;">■</span> Opportunities	 Bicycle	 Auto
		 Freight



Tenth Avenue south of 14th Street plays an important role in the neighborhood’s business operations. Given its direct connection to West Street, Tenth Avenue’s freight functions make possible the low-traffic volume pedestrian priority areas to its east. This is particularly true of the area between Gansevoort Street and Little West 12th Street that accommodates the daily freight activity of the Meatpacking Co-op during the overnight and early morning hours.

Given its present function, this section of Tenth Avenue is often overlooked. The highway barrier in disrepair, litter, unkempt greenery, and inadequate lighting at night were all cited as issues here. Multiple stakeholders also highlighted the potential of the currently vacant NYS-owned lot. These conditions led some stakeholders to describe the area as “the forgotten half of the district.”

Despite this, pedestrians are increasingly drawn to this section of Tenth Avenue, which is home to the Whitney and the landing of the new highway crossing at West 13th Street. Both Hudson River Park Trust and Little Island expressed their hope to direct more 14th Street crossings to this new option one block to the south. During evening and late night hours, crowds of revelers fill the connecting side streets as they spill out of the adjacent bars and clubs. The Meatpacking Co-op expressed their concern about the growing potential here for dangerous freight conflicts, and highlighted pedestrian safety as among their key business priorities.

To better utilize Tenth Avenue, the district must balance the street’s essential functions with safety and aesthetic improvements. We have an opportunity to reimagine Tenth Avenue with smart time-of-day management techniques to thoughtfully marry business operations with a beautiful and accessible public space that naturally transitions between MTPK and the river.



Focus Area 04 / Vision

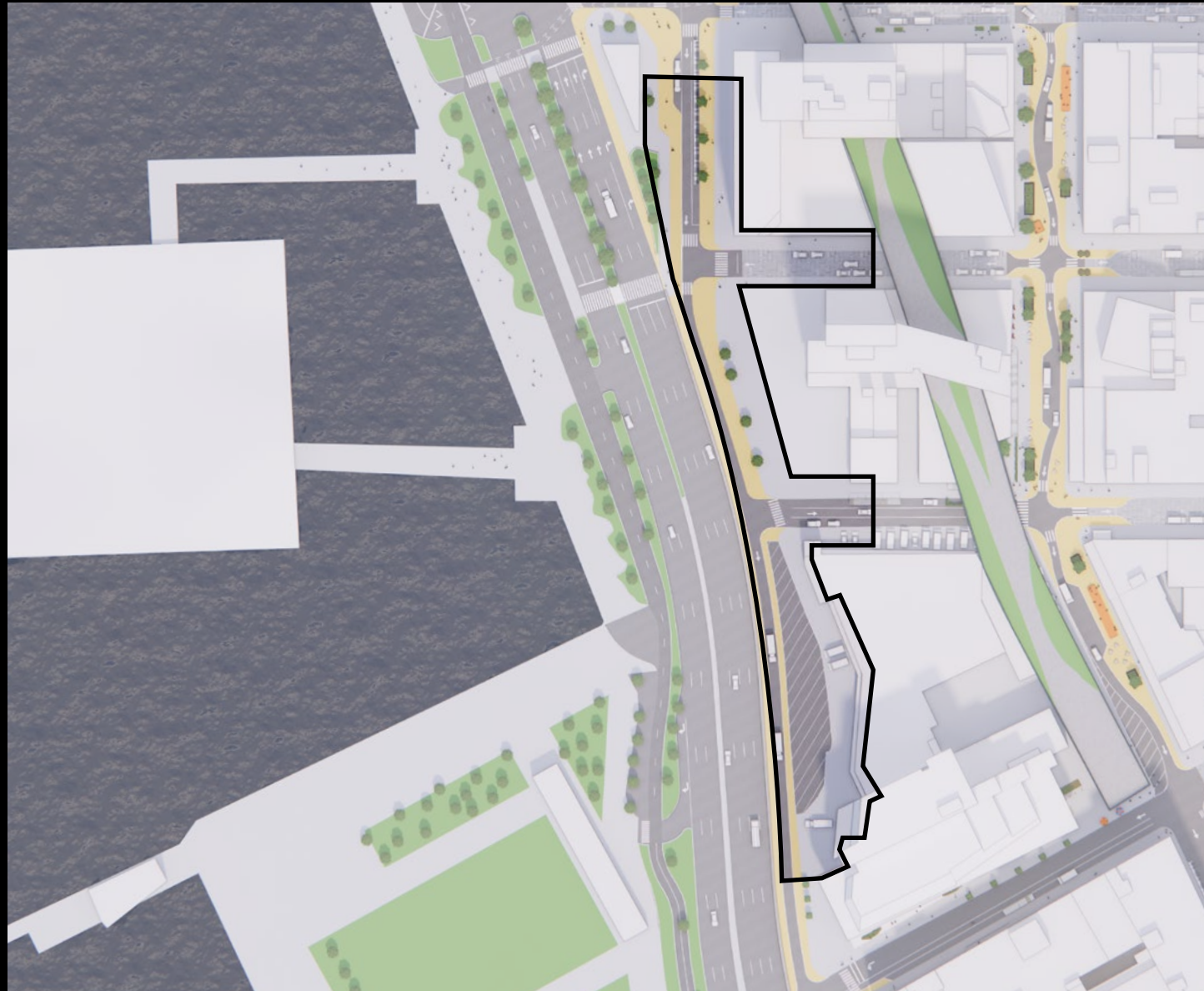
# 10th Ave / Meatpacking Co-op

Interim



-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

The Tenth Avenue corridor, stretching from 13th Street to Gansevoort Street and abutting the meatpacking building and the Whitney's back-of-house space, will transform from a large, unclear space used mostly for freight to an organized freight and pedestrian street. Non-freight/service vehicles will be restricted from Tenth Avenue south of Little West 12th Street.



Focus Area 04 / Vision

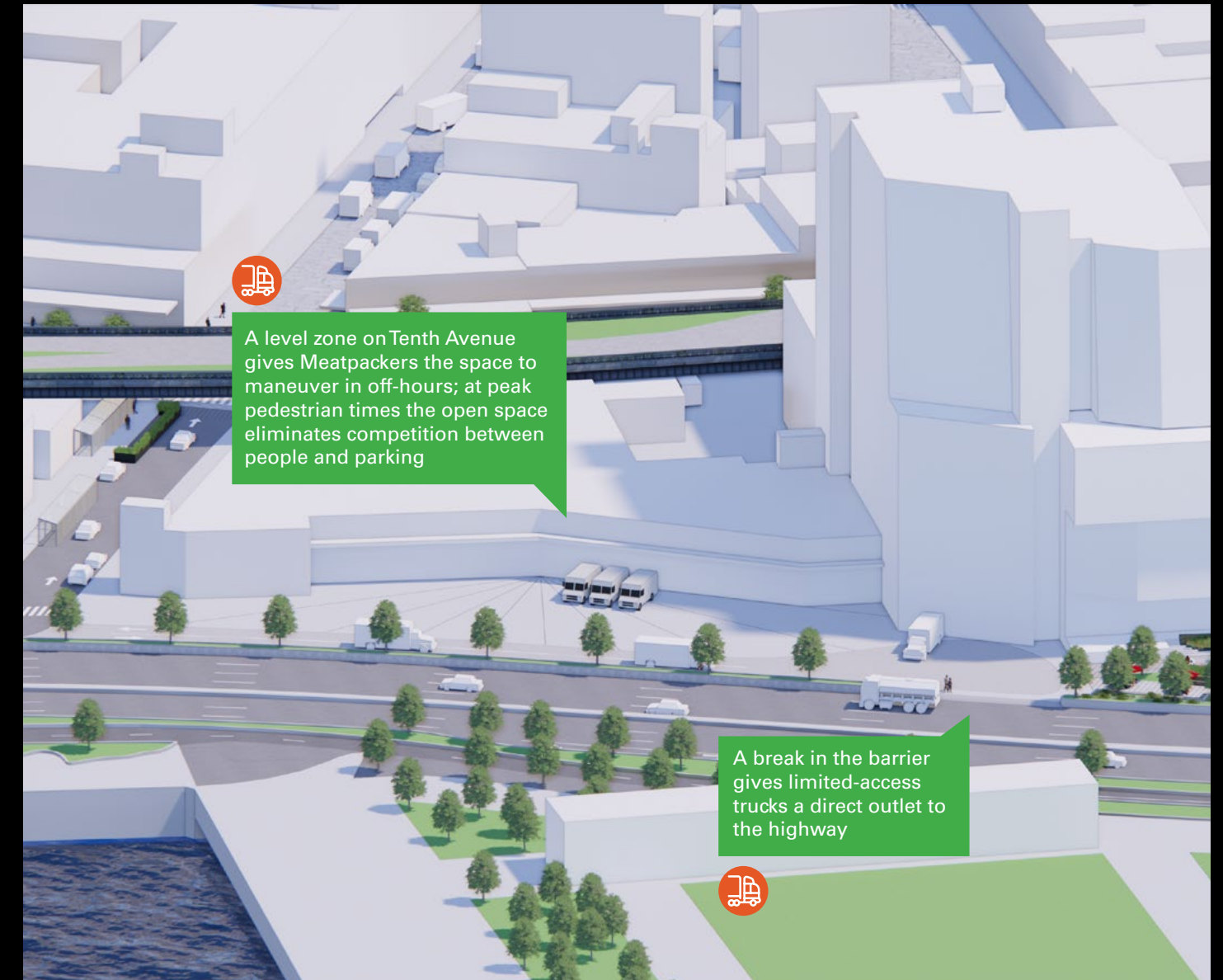
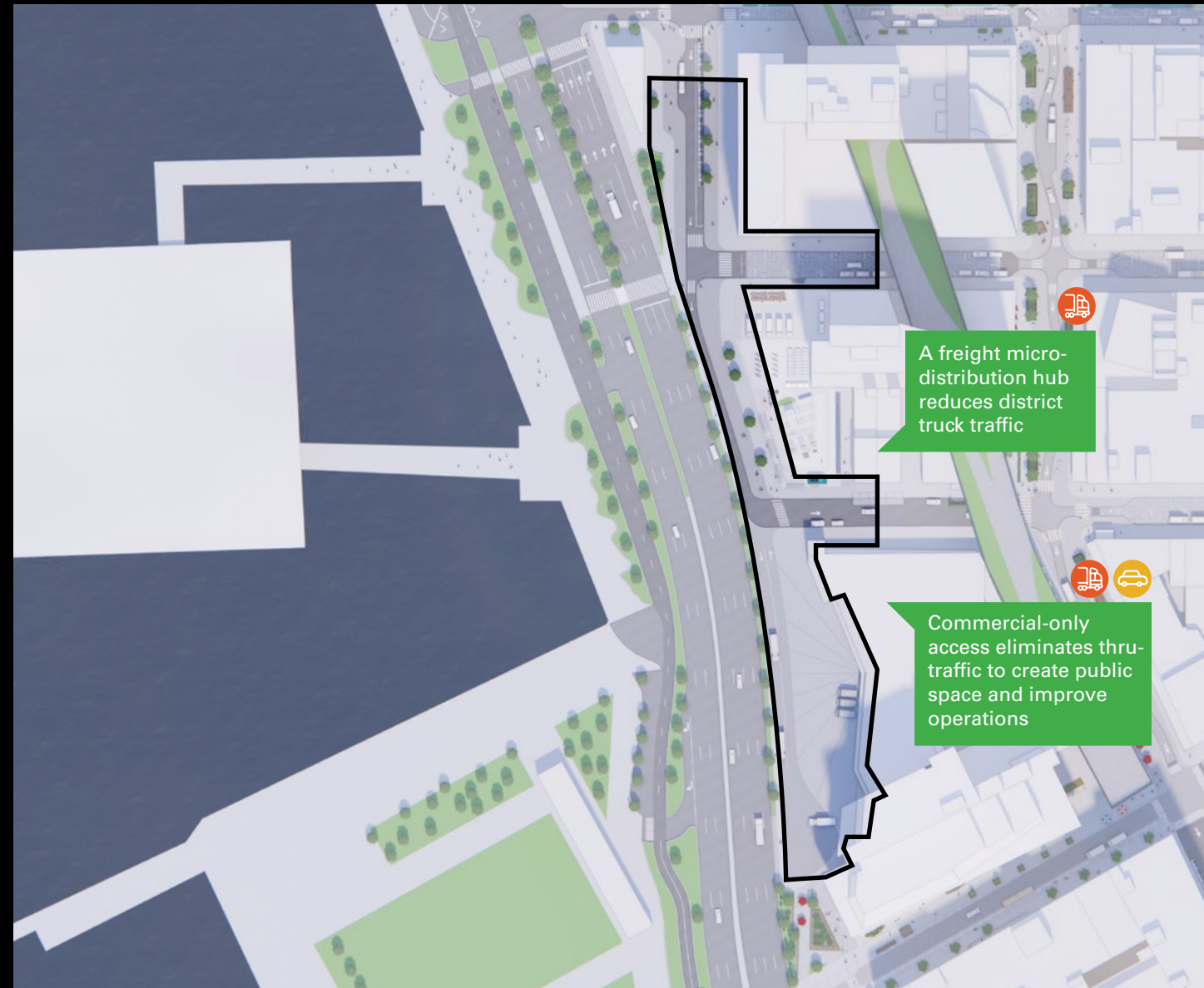
# 10th Ave / Meatpacking Co-op

## Capital



-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

Tenth Avenue south of Little West 12th Street will be paved to clearly signify a service street. An underused State-owned lot at Tenth Avenue and Little West 12th Street can become a micro-distribution hub and small electric vehicle charging hub, to ease frequent freight and deliveries on neighborhood streets.



Focus Area 04 / Vision

# 10th Ave / Meatpacking Co-op

## Phasing



### Phase 0.5 (NYCDOT Planned Pilot)

NYCDOT has planned a pilot design for Tenth Avenue south of Gansevoort Street, transforming the wide road into one travel lane with a bike lane and additional pedestrian space.



### Phase 1 (Interim Build-Out)

Tenth Avenue between Little West 12th Street and Gansevoort Street will be a service/freight and pedestrian street, with vehicles allowed only as far south as the Whitney Museum's loading dock. South of the loading dock, next to the Whitney's front steps, will be pedestrian-only space. Tenth Avenue south of Horatio Street will become a fully pedestrianized plaza with ample space and seating.

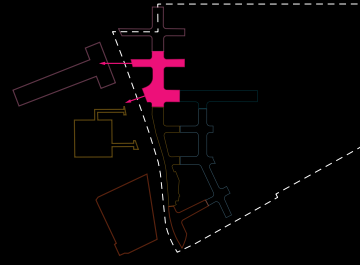


### Phase 2 (Capital Build-Out)

Tenth Avenue between Little West 12th Street and Gansevoort Street will be a service/freight and pedestrian street, with vehicles allowed only as far south as the Whitney Museum's loading dock. South of the loading dock, next to the Whitney's front steps, will be pedestrian-only space. Tenth Avenue south of Horatio Street will become a fully pedestrianized plaza with ample space and seating.

Focus Area 05 / Challenges + Opportunities

# 14th St and 10th Ave Interchange



<span style="color: red;">■</span> Challenges	Pedestrian	Bus
<span style="color: green;">■</span> Opportunities	Bicycle	Auto
		Freight

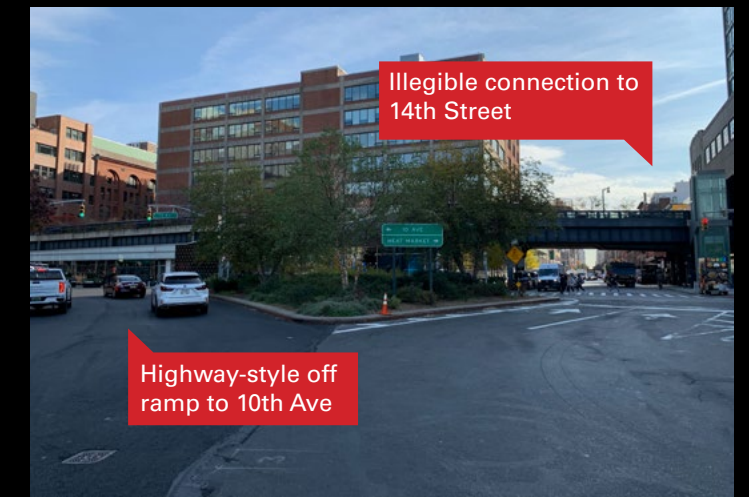
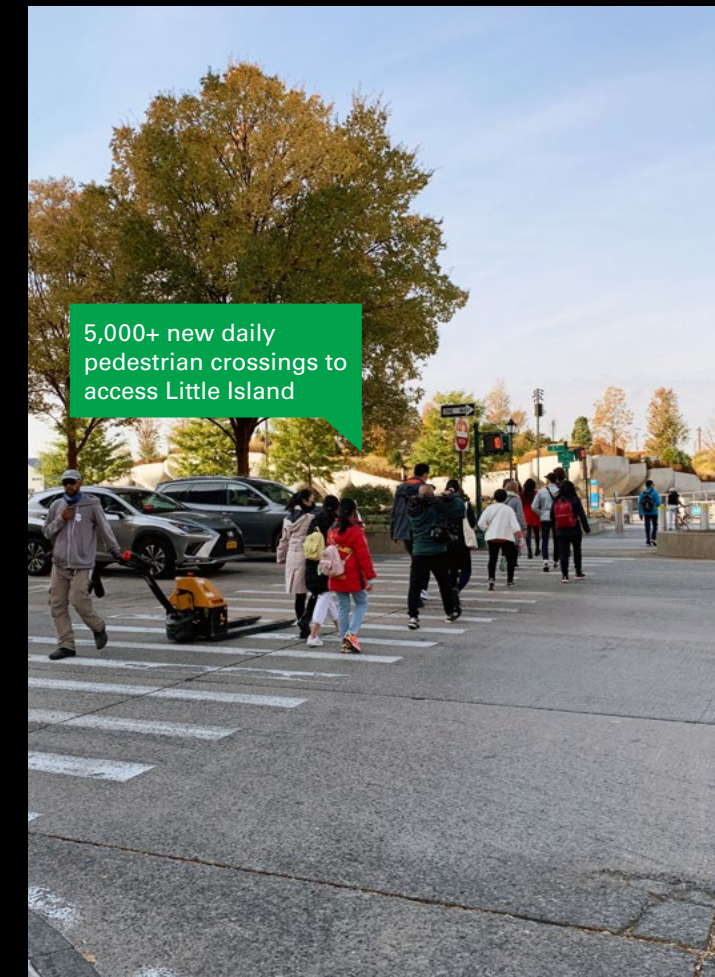


Nearly all stakeholders identified the complex intersection at 14th Street, Tenth Avenue, and the West Side Highway as a major concern. Addressing the “madness” at this interchange will require coordination between NYC DOT and NYS DOT which both have jurisdiction over different parts of the roadway. Access to 14th street is also important for trucks reaching businesses in Meatpacking and throughout Lower Manhattan.

Dangerous conflicts between drivers and the increasing volume of people crossing Route 9A to reach Hudson River Park, Little Island, and Pier 57 were the primary concerns. On busy days, pedestrians waiting to cross build up on either side, platooning onto the roadway and Hudson River Greenway. With the combined crowd of crossing walkers, strollers, dogs, seniors, bicyclists and mobility impaired people, several

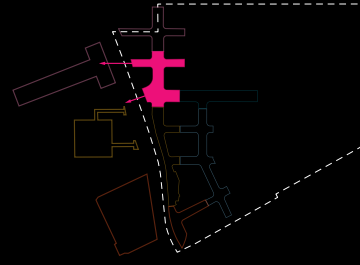
stakeholders called for expanded and improved pedestrian crossings. Compounding this conflict is the high volume of northbound drivers exiting the highway for Tenth Avenue, often backing up into the crosswalk. Rethinking this intersection is key to improving the Western Gateway.

Stakeholders also note that 14th Street Park, at the center of this interchange, is difficult to access and not utilized to its full potential. Though a popular lunch spot for local office workers, the difficult crossings and fenced-in design makes it a non-entity to passersby. A vibrant open public green space at this location could serve as a gateway between 14th Street and Hudson River Park.



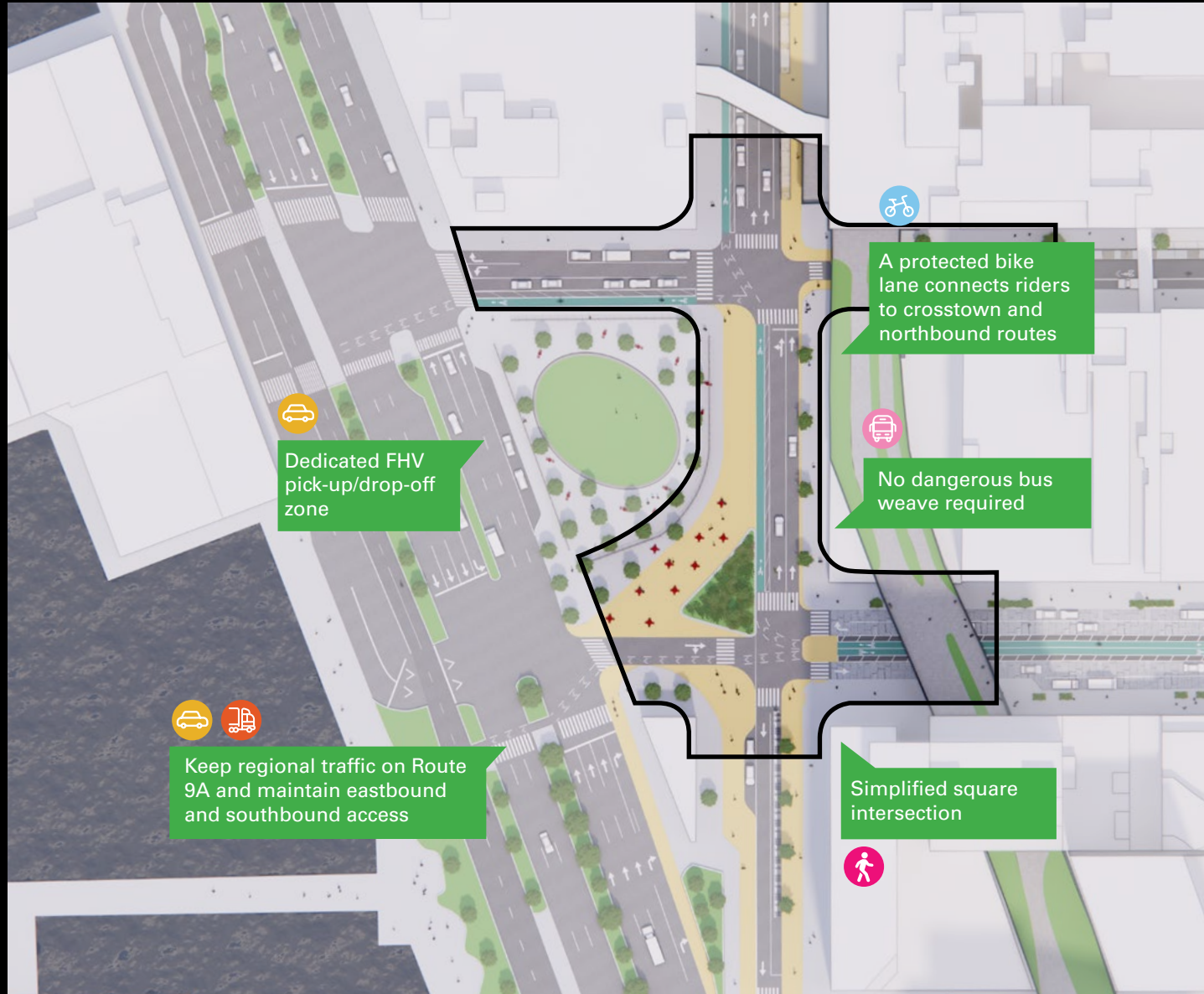
# 14th St and 10th Ave Plaza

## Interim



-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

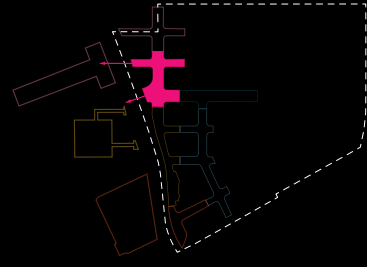
14th Street Park will be expanded by closing the highway slip lane and joining it to the park to add valuable green space. Essential pedestrian safety improvements include shortening Tenth Avenue crossings, adding protected bike lanes around the park, and simplifying pedestrian and bike crossings over Route 9A.



Focus Area 05 / Vision

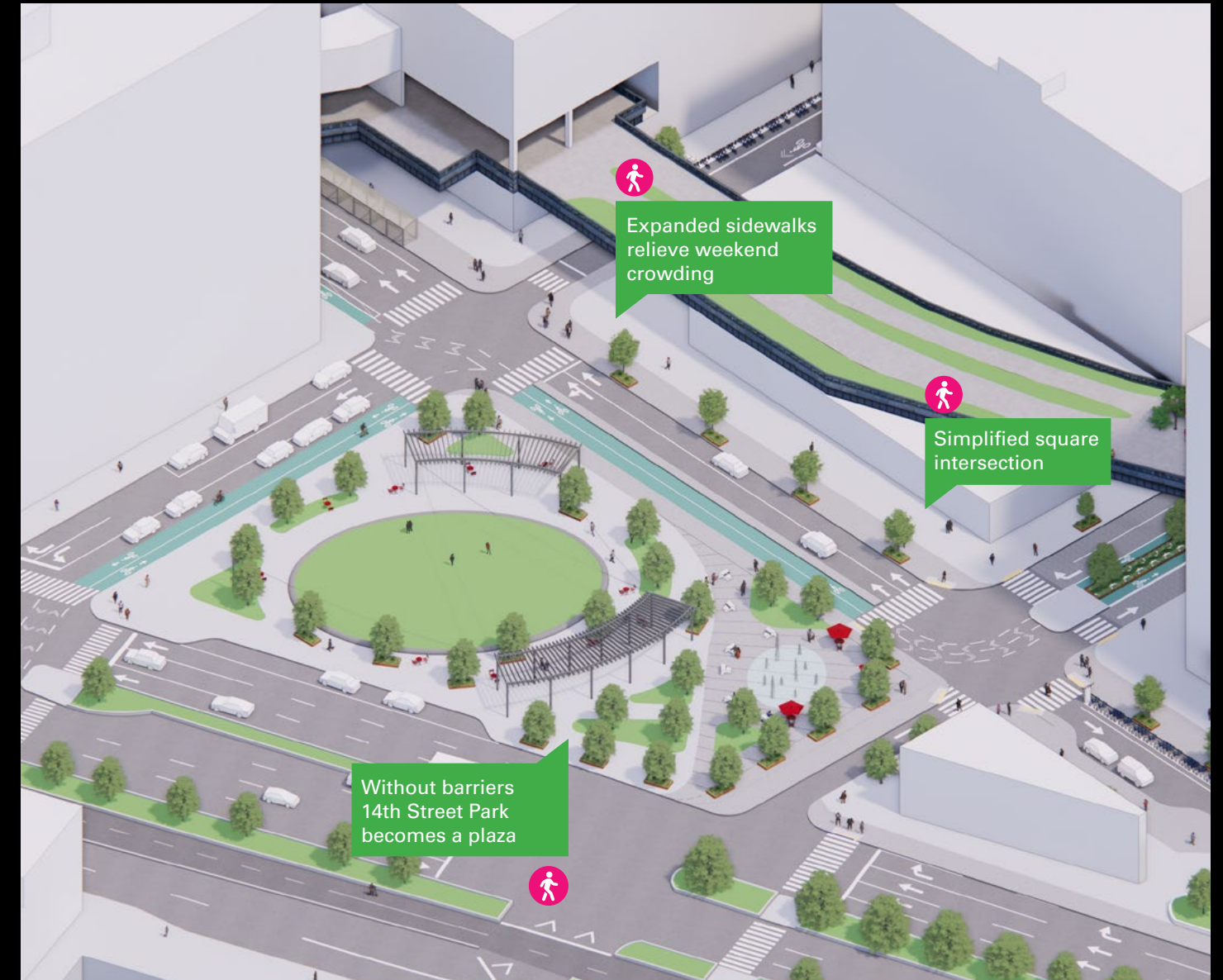
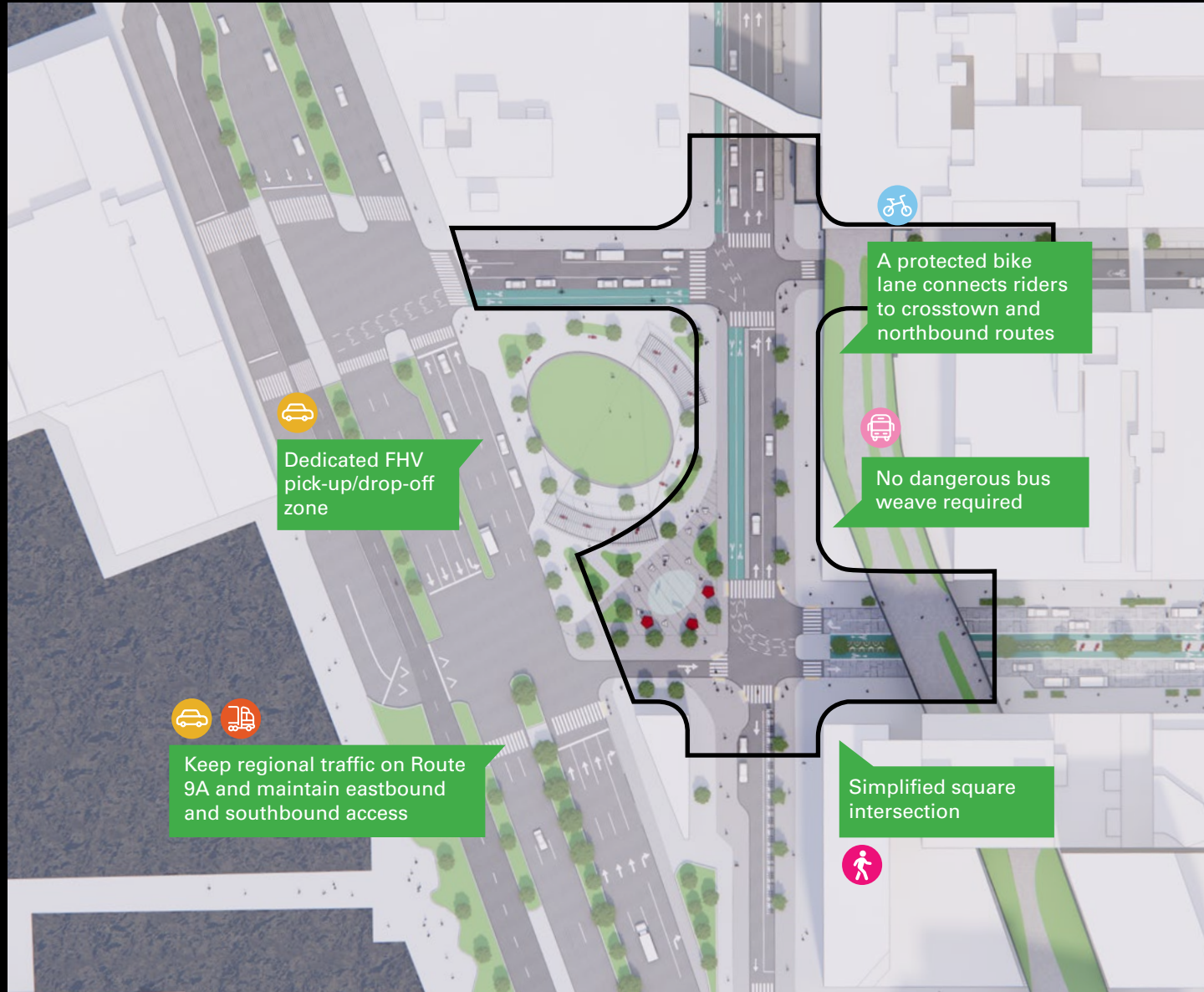
# 14th St and 10th Ave Plaza

## Capital



-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

14th Street Park will transform from a fenced-in lawn on a highway island to a grand public square at the gateway to the Meatpacking District. Removing the fence and expanding the park allows for exciting landscape design and programming possibilities, giving ample new high-quality public space to Meatpacking residents and visitors.

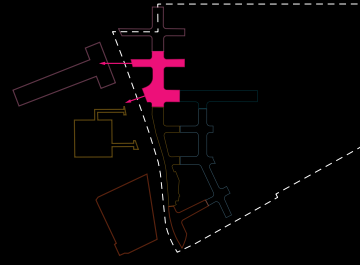






# 14th St and 10th Ave Plaza

## Phasing



### Phase 0.5 (NYCDOT Planned Pilot)

NYCDOT has planned a pilot design for the 14th Street slip lane that adds pedestrian crossings to, and slightly extends, the adjacent concrete island. Additionally, the design removes a travel lane from Tenth Avenue south of 14th Street via a sidewalk extension.



### Phase 1 (Interim Build-Out)

Closing the highway slip lane adjacent to 14th Street Park will immediately improve pedestrian safety, slow vehicular speeds, add valuable public space, and expand 14th Street Park while maintaining local access to the District. Sidewalk extensions on 14th Street and Tenth Avenue shorten pedestrian crossings on all legs of the intersection. A protected bike lane allows safe cycling on Tenth Avenue.

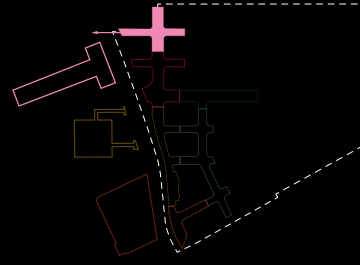







### Phase 2 (Capital Build-Out)

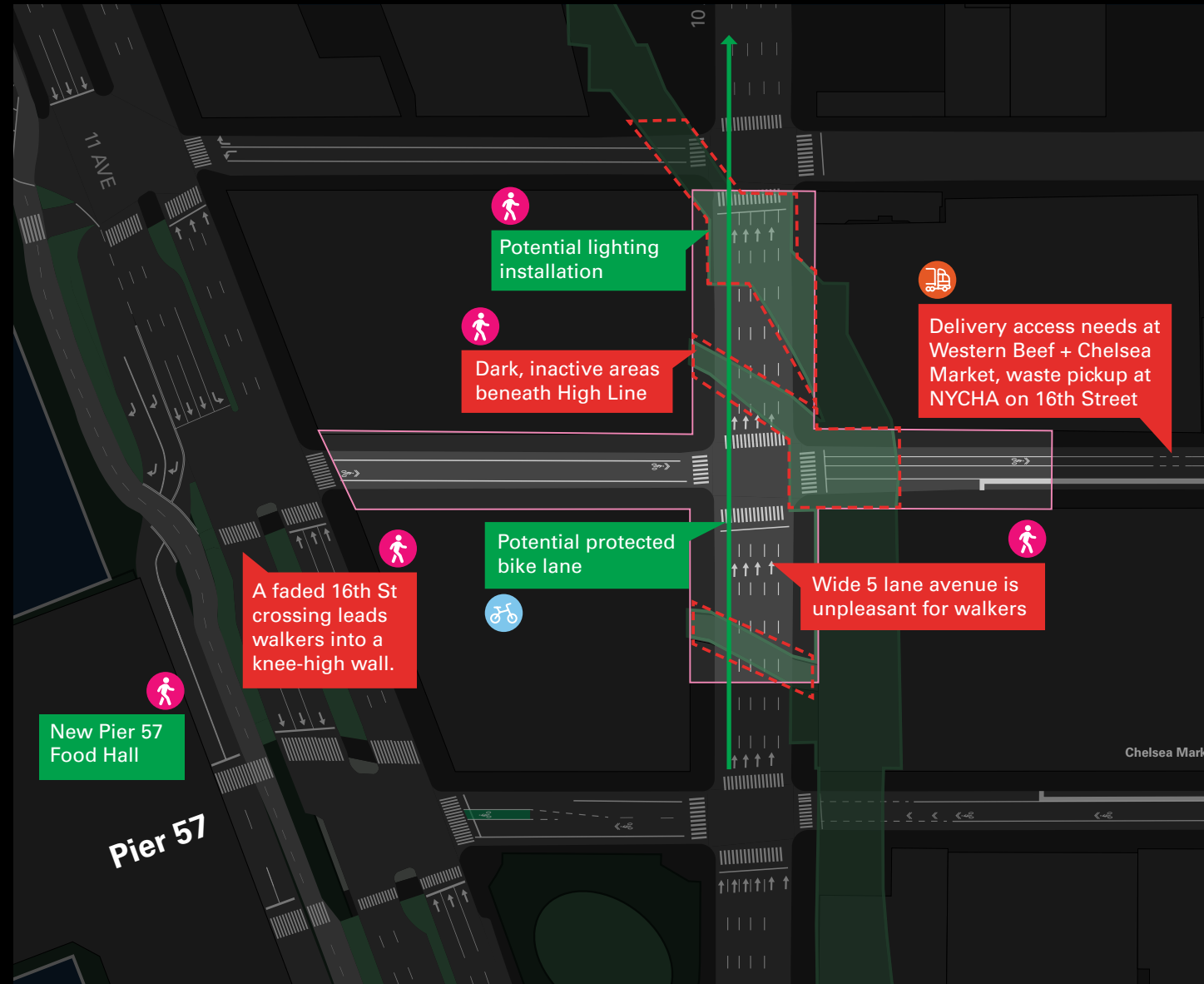
Removing the fence currently around the grassy area of 14th Street Park opens the park and connects this landscaping to the wider block and neighborhood. Additional trees and landscaping will be planted to further improve the park. The slip lane closure will be raised to park height and resurfaced to seamlessly connect to the park.

Focus Area 06 / Challenges + Opportunities

# Chelsea Market Streets



<span style="color: red;">■</span> Challenges	 Pedestrian	 Bus
<span style="color: green;">■</span> Opportunities	 Bicycle	 Auto
		 Freight



Businesses and Community Board Four labeled the area of Tenth Avenue north of 15th Street as “uninviting” and “languishing.” A wide arterial avenue designed to shuttle passenger vehicles from the highway exit at 14th Street to the Lincoln Tunnel and inactive street frontages along this area’s buildings contribute to the lack of vitality.

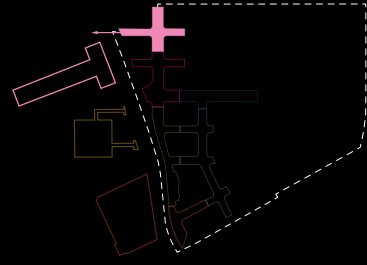
Most stakeholders agreed that pedestrian and bicyclist safety should be improved along this section of Tenth Avenue. Recommendations including shortened crossings, a protected bicycle lane, and a dedicated MTA bus lane to address this. Google, with employees now located at Pier 57 also expressed concerns about pedestrian safety at the 15th Street/Route 9A crossing. Interventions here must also account for the high freight activity on 15th St and business access needs on 16th Street.

The inactivity below the High Line’s structure stands in stark contrast to the greenery and vibrancy of the walkway above. Friends of the Highline suggested extending the softness of the park’s plant palette “downstairs” to the street level, while Jamestown LP has recently introduced new outdoor seating and string lighting at Chelsea Market to make the area more hospitable. Multiple stakeholders recommended the High Line’s underside as a potential location for public art or additional lighting installations. Suggestions also included wayfinding to help orient visitors, and programmatic activations and public art that create a sense of place.



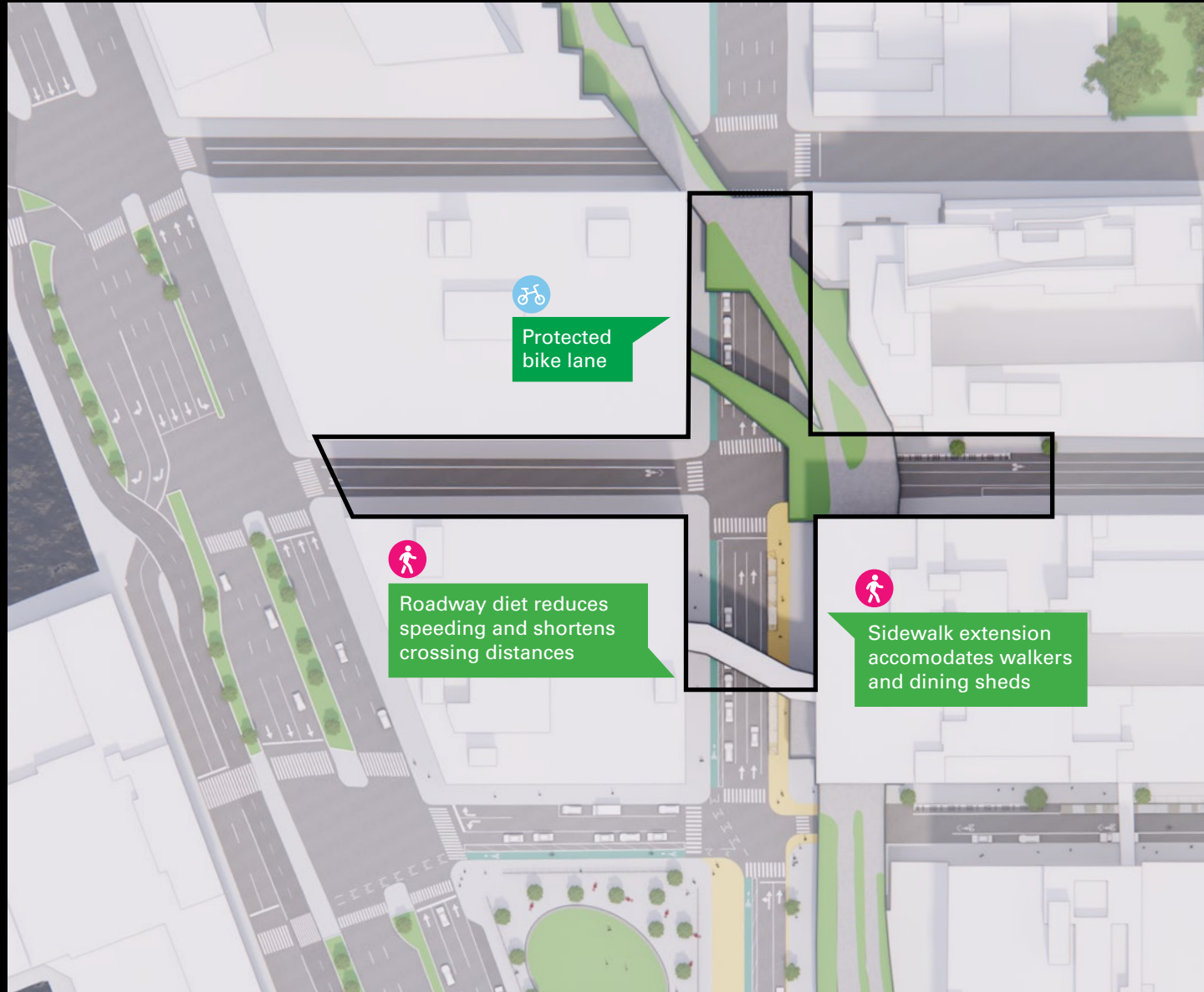
# Chelsea Market Streets

## Interim



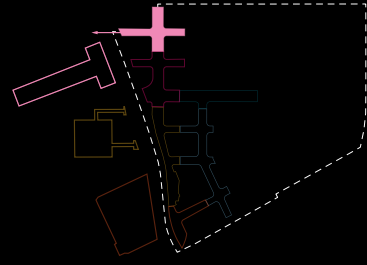
-  Pedestrian
-  Bus
-  Bicycle
-  Auto
-  Freight

Pedestrian and cyclist safety will be greatly improved on Tenth Avenue and on 15th and 16th Streets around Chelsea Market. An NYC DOT plan is already underway to create protected bike lanes on Tenth Avenue north of 14th St. Building upon this, the addition of neckdowns and gateways to 15th and 16th Streets will slow vehicular speeds and shorten pedestrian crossings at Tenth Avenue.



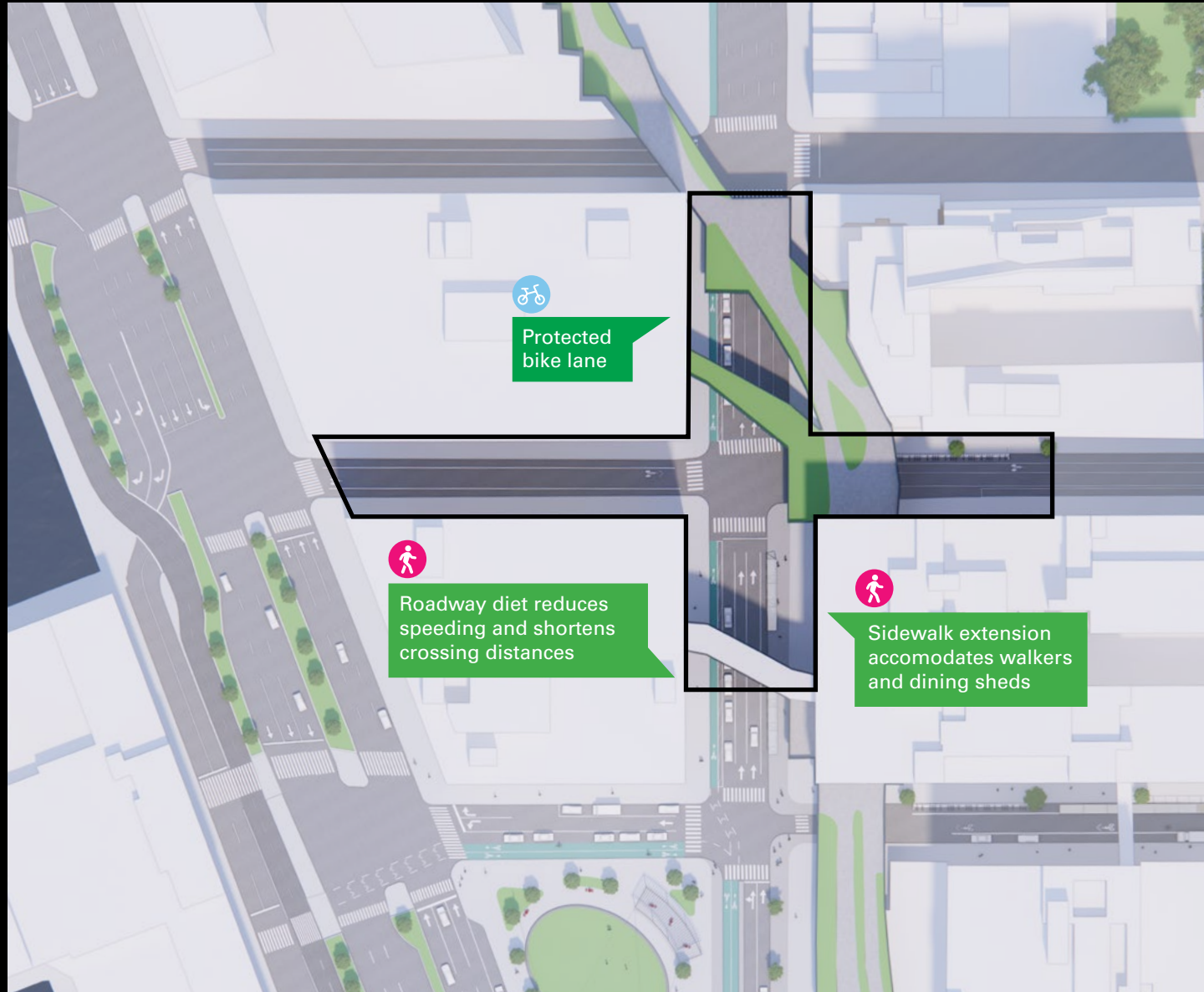
# Chelsea Market Streets

## Capital



- Pedestrian
- Bus
- Bicycle
- Auto
- Freight

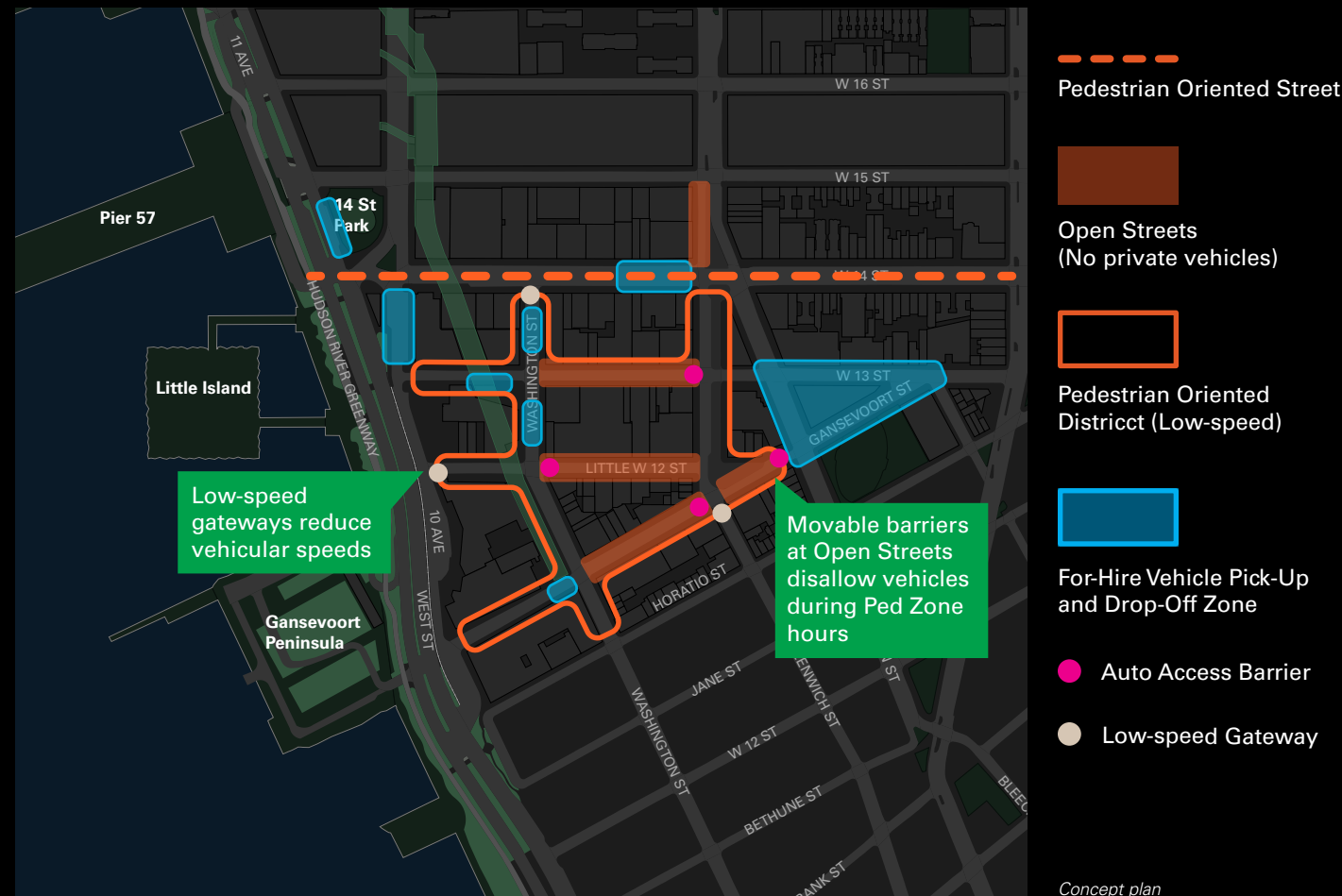
Neckdowns and gateways on 15th and 16th Streets will slow vehicular speeds and shorten pedestrian crossings at Tenth Avenue, and mid-block crossings on 15th and 16th Streets improve pedestrian safety. Existing outdoor dining structures will be supplemented with these traffic-calming elements for safer speeds and additional public space.



# Expanded Pedestrian Oriented District

**This proposal will enhance the Meatpacking Pedestrian Oriented District, giving walkers priority at key times of day in the historic heart of the area.**

Pedestrian oriented districts (POD), when thoughtfully executed, can bring new vibrancy to city neighborhoods, establish new destinations through programs and placekeeping, and support street-front business activity and commerce. While a POD puts pedestrians first, vehicles need not be excluded. Street designs that balance public space and low-speed auto access for local residents, businesses, and individuals with accessibility concerns are essential to support the area's operations.



**Successful PODs manage street use and services through an additional layer of policy and design. Using the tools below, MDMA can create a district to serve everyone living, working, and visiting the area.**



## Time of day management

A critical component of pedestrian zone management: many operational solutions (freight, waste, etc.) stem from timed allowances



## Security and access

Use in conjunction with time-of-day policies, elements such as gates, blocks, planters, and bollards restrict most vehicles during pedestrian hours



## Deliveries and freight

Managed through time-of-day restrictions for traditional freight. Smaller freight vehicles, such as hand carts and tricycles, may deliver anytime



## Waste and sanitation

Managed through time-of-day restrictions (waste is removed outside of pedestrian hours)



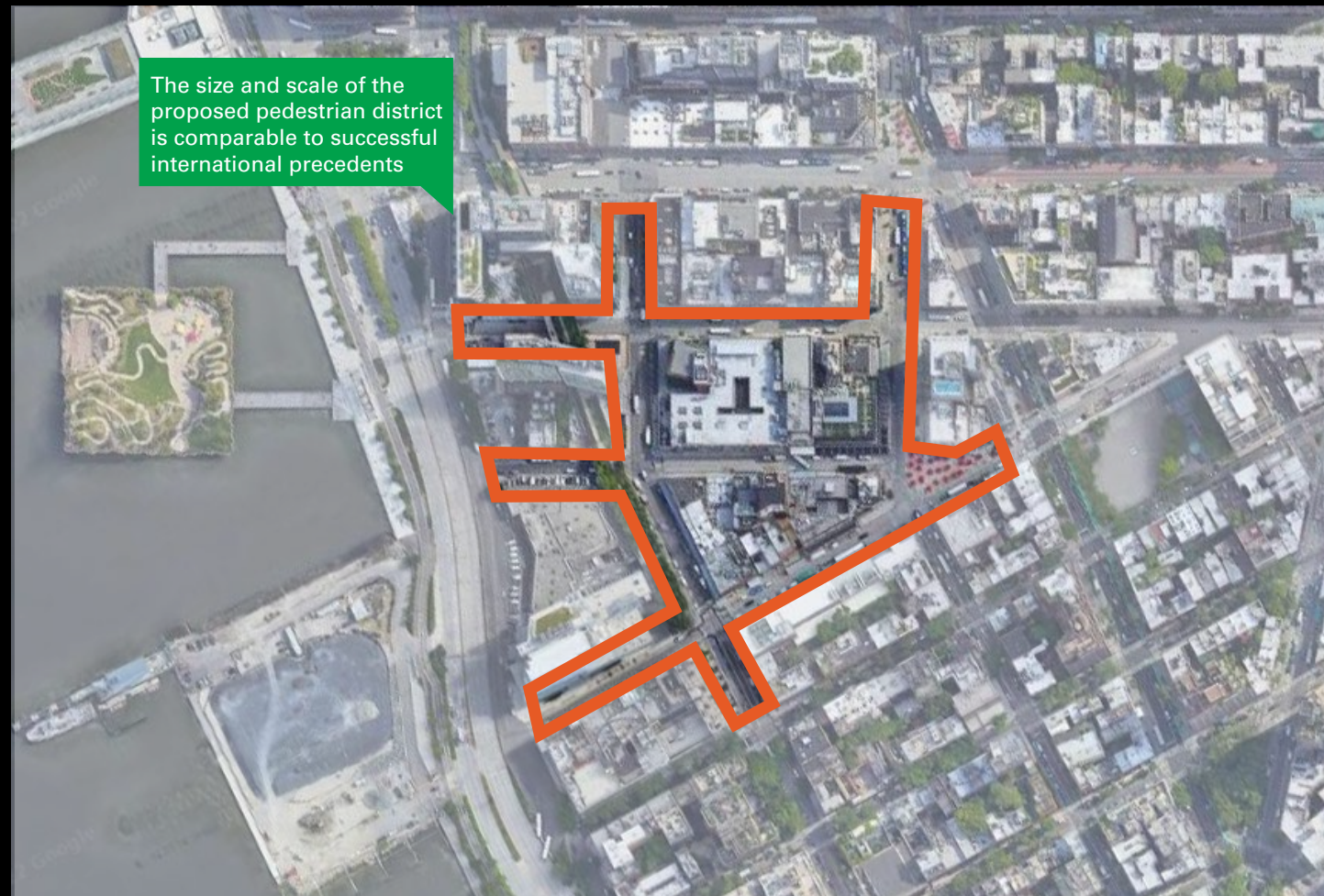
## For-hire vehicle pick-up and drop-off (FHV)

FHV zones are just outside the pedestrian zone; exceptions are made for accessible pick-up and drop-off

# International Best Practices

**The world's greatest cities create space for pedestrians through designed and regulated pedestrian streets and zones. Time-of-day management accommodates services and deliveries.**

Existing districts that blend fluid public space with high volume commerce offer clear examples of how time of day management can support active and well-served streets. By prioritizing business deliveries and shipments in the overnight and morning hours, these areas free up their streets for place-making activities during peak visitor hours in the afternoon and evening.



**London, UK:**  
Carnaby Street pedestrian area

**Street design features**  
All streets are at-grade, with decorative pavers further distinguishing pedestrian priority. Decorative gateway arches at major entrances mark operational changes

**Time of day management**  
Closed to vehicles 11am-8pm daily

**Security & access**  
Bollards and signage restrict vehicular access

**Barcelona, Spain:**  
Poble Nou pedestrian area

**Street design features**  
Ground murals, street furniture, planters, and more help to distinguish pedestrian priority within zone

**Time of day management**  
Closed to vehicles Monday-Saturday 11am-3pm and 5pm-midnight, Sunday all day (except exempt vehicles)

**Security & access**  
Speed tables, restricted vehicular paths (no thru-traffic)

**Toronto, Canada:**  
Distillery District

**Street design features**  
All streets are at-grade, with decorative pavers further distinguishing pedestrian priority. Decorative gateway arches at major entrances mark operational changes

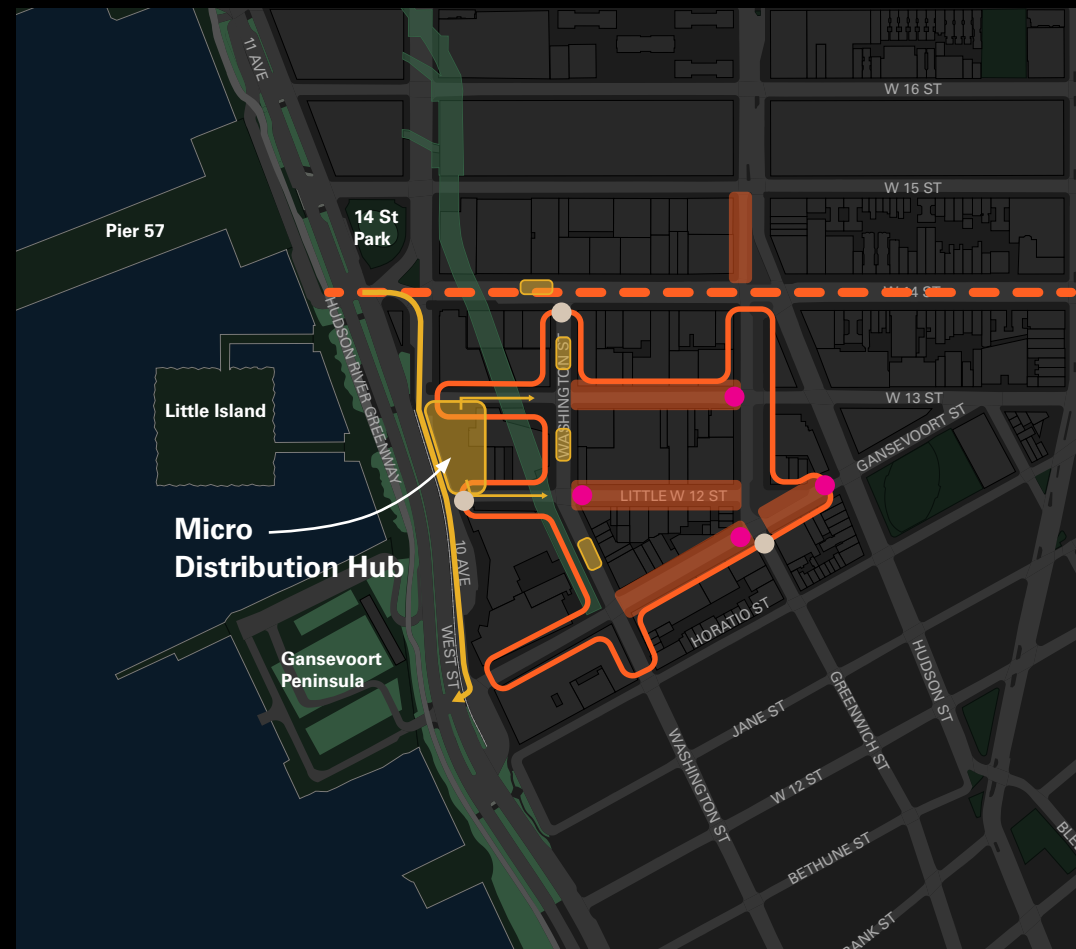
**Time of day management**  
Deliveries allowed 6am-10am

**Security & access**  
Security gates, bollards

# Operations and Logistics

**Through time-of-day management, and priority pedestrian and freight hours, the district will improve pedestrian and bike safety and support business activity.**

With the mix of activities happening in the Meatpacking District daily there is no space to spare. To optimize how we use our limited public areas for their most beneficial purpose the MDMA will work with our constituents to expand our time of day management practices. In addition to expanding Open Streets hours, we propose the creation of NYC's first Pedestrian Oriented District with low-speed vehicular access, designated freight priority hours, and Manhattan's first shared freight micro-distribution hub.



- Pedestrian Oriented Street
- Open Streets (No private vehicles)
- Pedestrian Oriented District (Low-speed)
- Freight Routes
- Freight Hub / curb loading zones
- Auto Access Barrier
- Low-speed Gateway



## Time of Day Management

By prioritizing key uses at their peak times, designating activity areas for delivery, shipping, and passenger pick-up/drop-off, and closing the streets to private vehicle traffic during busy walking times, the district can utilize active management to streamline business operations and improve the public realm experience.



### Freight Priority

Heavy freight during overnight and early morning hours



### Low-Speed Zone

Low-speed zone, micro-freight distribution and designated loading areas.



### Pedestrian Priority

Open Streets with on-street barriers restrict private vehicle access.



## Micro Freight Distribution Hub

MDMA proposes to repurpose the vacant state-owned lot at Tenth Avenue between Little W 12th Street and 13th Street into a Freight Micro-Distribution Hub in accordance with NYC Local Law 166. The hub is a staging point to consolidate outgoing shipments onto trucks and distribute incoming deliveries to small electric vehicles and hand carts. With direct highway access at Tenth Avenue, the hub keeps truck traffic out of pedestrian zones.



## Waste & Recycling Management

MDMA will get trash off the sidewalks by containerizing waste for pickup in collaboration with NYC DOT's Clean Curbs program. MDMA will also work with our business partners to consolidate commercial waste pickup and staging where possible, and plan for the implementation of Commercial Waste Zones.



# Streetscape Toolkit

**Building on the area's past to inform its future, the Meatpacking District's unique aesthetic will be elevated by elements and materials used to build the pedestrian oriented zone.**

The toolkit comprises a wide variety of elements that enhance the District's look and feel: surface materials, such as pavers; street furniture, like benches and tables; planters and landscaping; murals, sculptures, and other artwork; gateways and access infrastructure at key points; and more.



**Street furniture**

Plazas, sidewalks



**Weathering/core-ten steel**

Planters, gateways, furniture



**Murals**

Ground (pilot/interim projects), wall



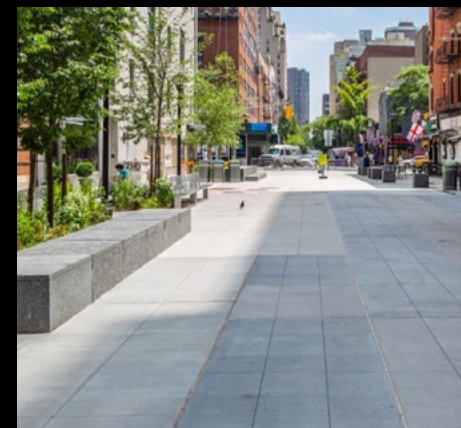
**Native plants and landscaping**

Plazas, sidewalks, medians



**Lighting**

Plazas, sidewalks, medians



**Stamped concrete**

Slow streets, plazas



**Street furniture**

Plazas, sidewalks



**Sculpture and artwork**

Sidewalks, medians, plazas



**Sculpture and artwork**

Plazas, sidewalk extensions

# Street Directions

**This Public Realm Vision proposes changes to the direction of traffic on some streets in the district.**



## Existing Street Directions



Vehicular traffic existing Route 9A at 14th Street will only be allowed to continue eastbound on 14th Street or turn right onto southbound Tenth Avenue. Right turns northbound onto Tenth Avenue from 14th Street would still be allowed.

The Southernmost block of Tenth Avenue between Gansevoort and Horatio Streets would be transformed into a pedestrian plaza and no longer allow auto traffic.

The northernmost two blocks of Washington Street would change from two-way to one-way southbound traffic, enabling a road diet that gives pedestrians more space and enables room for designated loading zones.

## Proposed Street Directions



# Mobility + Logistics Policy Assessment



# Mobility Policy Assessment

## The District has played a central role in rethinking the way that New Yorkers relate to our streets and public spaces.

In the 2000's, New York City officials, residents, businesses, and advocacy organizations began to reimagine the city's streets, moving away from viewing them as primarily dedicated to moving vehicles to viewing them as vital public resources that could instead be repurposed for moving people and providing open space in park-starved communities. The Meatpacking District has been at the forefront of this movement for over a decade, being amongst the first neighborhoods to convert roadway space into leisure and event space (before a Plaza Program existed), the site of the nation's first parking protected bike lane (on 9th Avenue), and part of the initial rollout of the Citi Bike system. In recent years, the district has converted several blocks to pedestrian space through the Open Streets program, setting precedents for operations and design replicated by other districts.

Going forward, the dense and mixed-use Meatpacking District is ideally suited to continue at the vanguard of urban management and design initiatives, setting precedents for the city. Building on the examples set in other sections of the district, the Western Gateway project will replicate our successful street activation strategies while introducing new innovations to the MDMA's toolkit of interventions.

This section summarizes the various City programs and policies that have already been or can be applied in the district.



# Current + Emerging Trends

## Open Streets

During the pandemic, NYC DOT began working with community-based organizations, educational institutions, and groups of businesses to transform streets to 'Open Streets'. In coordination with community partners, NYC DOT helped to develop operational plans to manage the street for multiple uses, including outdoor dining and programming in the form of 'Limited Local Access' and 'Full Closure' Open Street programs. The City works with partners and local stakeholders to ensure loading, deliveries, and emergency access is coordinated as part of the Open Streets' operations.

The program has now transitioned into a permanent program. DOT has committed to work with returning applicants, like MDMA, on streetscape changes such as those we propose in the Western Gateway Public Realm Vision, like planters, barriers, and street redesigns.

In the Meatpacking District, Ninth Avenue (west segment) between W 14th and W 15th Streets is designated as 'Full Closure' daily from 10 am to 11 pm. W 12th Street, W 13th Street and Gansevoort Street between Ninth Avenue and Washington Street are operating as 'Open Streets with Limited Local Access' and the MDMA developed a unique movable barrier with Ken Smith Studio to manage vehicles access. Through this attention to detail and the strategies set forth in our Pedestrian Oriented District plan, the MDMA has set the standard for Open Streets across the city. The Western Gateway vision goes a step further to propose new models of curbless shared streets that mix pedestrian priority zones with low-speed vehicular access.



## Open Restaurants

During the pandemic, NYC initiated an emergency Open Restaurant Program, to allow restaurants to use the sidewalk adjacent to and curbside roadway space in front of businesses for outdoor dining. The temporary Open Restaurant program is in effect per Executive Order and the City is currently working to create a permanent Open Restaurants program under a City Council approved zoning text amendment in February 2022. A permanent program is expected to be adopted in 2023.

The permanent program will be managed by NYC DOT and will expand outdoor seating options for food establishments. It is likely that the permanent program will require less substantial structures than those currently installed in many locations. In the Meatpacking District, more than 20 establishments have utilized this program to obtain permission to place outdoor seating in front of their establishment on the sidewalk and/or roadway. These outdoor dining setups work in concert with the district's Open Streets to activate the area and calm traffic to create a safe and welcoming neighborhood feel. Under the Public Realm Vision, the district will open more pedestrian priority space and shared seating to expand options for the neighborhood's restaurants and encourage a shared outdoor dining aesthetic across establishments.



# Current + Emerging Trends

## Congestion Pricing

In New York City, the most significant policy that will impact transportation across Manhattan is the Central Business District Tolling Program (or “Congestion Pricing”), the legislation for which was approved by the State Legislature in 2019. The congestion zone includes all Manhattan streets and roadways south of and including 60th Street, except for the FDR Drive and West Side Highway (NYS Route 9A). Vehicles that bypass the zone by traveling on the FDR or West Side highway without entering the street grid will not be subject to the charge.

Details about specific congestion rates, times, and exemptions have yet to be finalized, but the policy is projected to reduce congestion in Manhattan’s Central Business District (CBD), the area south of 59th street, by as much as 14% while raising over \$1 billion per year, a majority of which will be bonded and then spent on the MTA’s Fast Forward transit improvement plan. Congestion Pricing is expected to go into effect starting in 2023 and is currently undergoing environmental review. Congestion pricing could impact the Meatpacking District by reducing traffic congestion specifically along Tenth and Ninth Avenues and freeing up additional street space for walking, public space, and more efficient modes such as transit and bicycling. It could possibly create more traffic on Route 9A and impact the west-east crossings into the district. Tolling infrastructure utilizing camera-based license-plate readers may also be installed along the West Side highway.

## For Hire Vehicles (FHV) Management

Replacing parking spaces with designated pick-up and drop-off locations helps mitigate the congestion caused by FHV’s and transportation network company (TNC) vehicles like Uber and Lyft during peak periods. Designating pick-up and drop-off zones around the Meatpacking District under the Public Realm Vision will reduce traffic congestion and reduce conflicts between roadway users. It also provides a lever to reduce vehicle through-traffic on limited access Open Streets. In addition, it represents an opportunity to improve the accessibility of TNC services by providing loading areas near wheelchair-accessible ramps to accommodate wheelchair users and other people with limited mobility.

Designated loading zones will be essential to the creation of the Public Realm Vision’s proposed pedestrian priority zone. By allocated space around the outside of the zone to access FHV’s, we will keep traffic entering shared streets to a minimum.



# Buses and Subways

## 14th Street Busway

The 14th Street Busway is designed to prioritize moving the most people and goods safely and efficiently, while still providing local access for all roadway users. Between 6 AM and 10 PM, only buses, trucks and emergency vehicles may travel along 14th Street between Third Avenue and Ninth Avenue. All other vehicles may make local trips to access businesses, residences, and garages along 14th Street, but drivers must make the next available right turn. As part of the implementation, the M14A and M14D bus routes that travel along 14th Street were converted to Select Bus Service (SBS) within the Better Buses program, a joint NYC DOT and MTA initiative to implement bus rapid transit on high-demand corridors. In addition to prioritizing transit and trucks along the corridor, the 14th Street Busway project included the installation of bus boarding platforms, curb extensions, and new pedestrian space around Union Square.

The Busway was implemented in October 2019, and resulted in greatly improved bus speeds (24% faster on weekdays) that attracted a surge in ridership (+14% on weekdays and +35% on Saturdays), and limited impacts to traffic on adjacent streets. Overall, the bus trip from the East Village to the Meatpacking District was shortened by ~3 minutes. The success of the project prompted an extension of the treatment on 14th Street to First Avenue, and installation of similar treatments at other locations around the city.

The proposed street design changes in the Western Gateway vision will improve bus safety at W 14th Street and Tenth Avenue, where the bus will no longer have to weave across six lanes of traffic to access the highway at 15th Street. The dedicated center-running bicycle lane on 14th Street will also eliminate conflicts between buses and cyclists.

## Subway Ridership

Bus service on 14th Street facilitates connections with the only subway station serving the Meatpacking District—the 14th Street A/C/E/L station. That station was renovated starting in 1999 to make it fully accessible and allow for direct transfers between the A/C/E trains and the L train. Prior to the pandemic, that station was serving over 14,000,000 annual riders, ~44,000 on an average weekday, and over 55,000 on weekends.

The Route 9A crossing proposed at Gansevoort Street in the Western Gateway Vision will create the most direct walking route from the 14th Street subway to the new Gansevoort Peninsula Park, and shorten the trip by 700 feet.



# Roadway Safety



## Route 9A Safety Study

NYS DOT is currently scoping a project to perform a traffic safety study and traffic engineering analysis for Route 9A intersections between W 14th and W 59th Streets (40 intersections). This study will identify, evaluate, and select appropriate countermeasures to reduce crash frequency or severity at specific sites.

Transportation advocates and the Manhattan Borough President have also called on NYS DOT to study expanding the Hudson River Greenway to accommodate its increased bicycle and micro-mobility traffic. Although outside the scope of the Western Gateway study, such an improvement would be complementary to the goals of the project by improving bicycle access and helping to shorten the crossing distances across the West Side Highway.

## Vision Zero

New York City's Vision Zero program is an initiative launched by former Mayor Bill de Blasio in 2014 that has a stated goal to eliminate all traffic fatalities on New York City streets by 2024. The program entails efforts by multiple stakeholders (e.g., NYC DOT, NYPD, MTA), partners (e.g., NACTO, Transportation Alternatives) and elected officials to institute policies and programs geared towards improving roadway safety. The Vision Zero initiatives fall into one of four categories:

**Engineering:** primarily entailing Street Improvement Projects that draw from the toolkit contained in NYC DOT's Street Design Manual. Measures implemented include enhanced pedestrian spaces, curb extensions, bicycle lanes, speed humps, roadway narrowing, and other measures.

**Education:** has included campaigns to educate the public on safe driving habits and how to navigate the city's roadways. Outreach is conducted through media campaigns, Street Teams that distribute Vision Zero flyers at high crash locations, and direct engagement with driver organizations, schools, and other groups.

**Enforcement:** entails targeted enforcement by NYPD against speeding, red light running, texting while driving, and other safety-related driving infractions, automated enforcement of speeding, red light running, and bus lane violations through traffic cameras, and careful monitoring of taxi and for-hire-vehicle (FHV) driver behavior by the TLC.

**Legislation:** lawmakers with both the City and State of New York have enacted many initiatives intended to change driver behavior and increase penalties for safety violations. City legislation has included the Right of Way Law (LL 29 of 2014) making it an infraction to fail to yield the right of way to a pedestrian or cyclist, and the Accessible Pedestrian Signals (LL 60 of 2014) law to speed the installation of accessible pedestrian signals. State legislation has included lowering the default speed limit from 30 to 25 mph (Default Speed Limit S7892/A10144 of 2014), and expanding the number of school zone speed camera from 140 to 750 (Speed Camera Expansion S4331/A6449 of 2019).

Prior to the COVID-19 pandemic, Vision Zero initiatives helped make New York City streets significantly safer, with traffic fatalities falling from 381 in 2000 to 202 in 2018.

Vision Zero policies and goals have led directly to recent initiatives in the Meatpacking District, such as the permanent buildout and expansion of the Gansevoort and Ninth Avenue Plazas, and the Open Streets. The street design changes, and pedestrian priority zone planned in the Western Gateway Public Realm Vision are in line with engineering interventions that help to reduce vehicle speeds and conflicts with pedestrians and bicyclists, and save lives.



# Bicycles

## Bicycle Network Expansion

New York City's modern bicycle network, initially piloted in the late 1970s, consists of a mix of facilities, including on-street bike lanes, shared streets, and separated cycle tracks. In 2007, the City began widespread expansion of bike infrastructure, including the country's first on-street parking and signal protected bike lane on 9th Avenue in Manhattan, terminating in the Meatpacking District. This expansion has coincided with increasing bike ridership in New York, including along the Hudson River Greenway, passing directly adjacent to the Meatpacking District's western border, which has become the most used bike path in the United States over the past decade, increasing ridership nearly 29% in that time to over 7,000 daily riders. As of 2020, approximately 1,375 miles of bike lanes have been installed in New York City, with 546 of those being protected facilities. This infrastructure facilitates over 530,000 bike trips on any given day.

Current City efforts are focused on continuing the reach of cycling facilities throughout the five boroughs and better connecting existing segments of biking infrastructure to form a true network. As evidenced by rising pedestrian and cyclist injuries and fatalities in recent years, improving

safety for those on bikes is of critical importance and has resulted in increased implementation of physically protected bike lanes, as laid out in the Green Wave plan, released in 2019. Spurred on by a "bike boom" in cycling across the city since the start of the COVID-19 pandemic, NYC DOT is also increasingly looking at flexible street configurations, such as Open Streets, that give greater priority to pedestrians and bikers. In the Meatpacking District, NYC DOT is currently designing a protected bike lane for 10th Avenue, from 14th Street to 52nd Street (connecting to an existing protected bike lane), with installation expected in 2023.

The Public Realm Vision will help to connect and expand the Meatpacking District's bicycle network. New dedicated, grade separated or protected bicycle lanes on 14th Street, Tenth Avenue and 15th Street will improve bicycle access. Bike lane connections to and from the Greenway at Gansevoort Street also connect westbound bikers from Gansevoort Street and eastbound bikers to Horatio Street. Shared streets on Washington and Gansevoort Streets also offer safety improvements over today's auto-centric designs.



In March, 2022, the MDMA launched a secure bike parking pilot with Oonee and NYCDOT on 14th St.

## Bike Share

New York City's public bike share program, Citi Bike, launched in 2013 with a fleet of 6,000 bikes, docked at 322 stations in Manhattan and Brooklyn. 6 stations within the Meatpacking District were part of the initial rollout, with additional stations installed between 2018 and 2021, for a total of 12 in or adjacent to the district today. Citi Bike operates on a membership basis while allowing non-members to purchase individual and day-pass rides. Customers have access to any bike in the system and can complete trips at any available dock. Since their introduction in 2018, this includes access to e-bikes, which are becoming an increasingly large share of the overall bike fleet.

Since its inception, Citi Bike has grown substantially in popularity, with monthly ridership rising from 618,572 trips in June 2013 to 3,171,826 trips in June 2021. This growth has tracked alongside the network's expansion into Brooklyn, Queens, the Bronx, and Jersey City, as well as additional infill stations. There are now 1,557 active bike share stations in use throughout the system, supporting approximately 23,000 bikes, making Citi Bike the largest bike share system in the United States and second largest in the world outside of China. The current Phase 3 expansion, slated to be complete in 2023, is placing additional stations in Brooklyn, Queens, and the Bronx. In line with other biking trends seen since the start of the COVID-19 pandemic, Citi Bike use has grown substantially since 2019, reaching its highest daily ridership counts to date in September 2021.

# Public Spaces

## DOT Plaza Program

NYC DOT's Plaza Program works with community organizations, neighborhood groups, and property owners to convert underused roadways into pedestrian-focused public spaces. Organizations can apply to the competitive program through an annual application process that typically opens each spring for plazas to be implemented the following year. Organizations that are selected are expected to be responsible for the maintenance, and insurance for the plaza, as well as engagement with local residents and stakeholders to garner support and collaborating with NYC DOT on the plaza design.

The program began in 2007, growing out of commitments in Plan NYC to ensure that all New Yorkers live within a 10-minute walk of an open space. The Ninth Avenue and 14th Street Safety Improvement and Plazas project was amongst the first projects to be installed in 2007. That project was one of the first initiatives to convert unneeded vehicle space into pedestrian amenity zones and set a standard that has been duplicated throughout the city, eventually leading to the formalization of the Plaza Program as other communities and organizations sought to duplicate the success in the Meatpacking District.

In summer 2019, the built-out Gansevoort Street Plaza project (Gansevoort Street east of Ninth Avenue, plus two smaller plaza areas on Ninth Avenue on either side of 14th Street) was completed. Sidewalks on Ninth Avenue from Gansevoort Street up to 14th Street were also widened. The \$28 million project included more than 28,000 square feet of new pedestrian space.

The Western Gateway Vision expands plaza space in the district at key points. A new large public square will incorporate 14th Street Park by closing the slip lane to Tenth Avenue. Two new plazas are also planned at the southern end of Tenth Avenue at Gansevoort Street. The Chelsea Triangle Plaza would be permanently expanded to connect to the western sidewalk on Ninth Avenue. Generous expanded sidewalks on Washington Street also afford space for new seating and pedestrian respite spaces.



# Freight and Waste

## Commercial Waste Zones

New York City's Commercial Waste Zone (CWZ) program will replace the current "free-for-all" system of private waste carting for commercial properties with a zone-based system of City-managed contracts. The overarching goals of the CWZ program are to reduce truck vehicle miles traveled (VMT) and emissions, improve safety, and help New York City reach its sustainability goals. The DSNY intends to select up to three carters (haulers) within each of the 20 non-exclusive commercial waste zones, as well as up to five haulers to provide container services citywide. The transition is planned to start in late 2022 into 2023, with final implementation slated by 2024.

## Clean Curbs

The DSNY is collaborating with the NYC DOT on the Clean Curbs pilot program for commercial waste. Through the pilot program, private entities, such as Business Improvement Districts (BIDs) or commercial property owners, can apply for the opportunity to have sealed, on-street containers for their business trash and recycling storage, which will reduce the number of bags of waste and recycling that currently obstruct sidewalks. Applications are currently being accepted by DSNY for participation in the program; selected applicants would enter into a maintenance agreement with DSNY. The Meatpacking District is a great location for a containerized waste system pilot program to free space for the area's significant pedestrian volumes all year long. As we rethink the curb as a part of the Western Gateway project, dedicated space for Clean Curb containerized waste will help to free up additional sidewalk space.



## Freight Management

The Meatpacking District experiences extensive freight activity including deliveries for restaurants, retailers, the Meat Market, Whitney Museum, offices, and residents. Strategies for freight management that NYC DOT is promoting and could be tested and monitored in the district include:

**Creation of a neighborhood freight consolidation center:** to consolidate goods in a centralized location and combine with zero emissions last-mile solutions such as cargo bikes or small electric vans. DOT is currently developing a framework to respond to Local Law 166 (micro-distribution centers for distributing goods via sustainable modes of transportation) and no later than July 1, 2023, the department will need to implement a pilot program to support the creation, operation or expansion of micro-distribution centers.

The Western Gateway Vision proposes such a freight transfer center at the NYS-owned lot on Tenth Avenue. Transferring freight at this point will save large truck traffic from entering the neighborhood, given its direct highway access. Shipments transferred to and from smaller electric or non-motorized vehicles will be able to navigate the district's streets even at peak pedestrian activity hours.

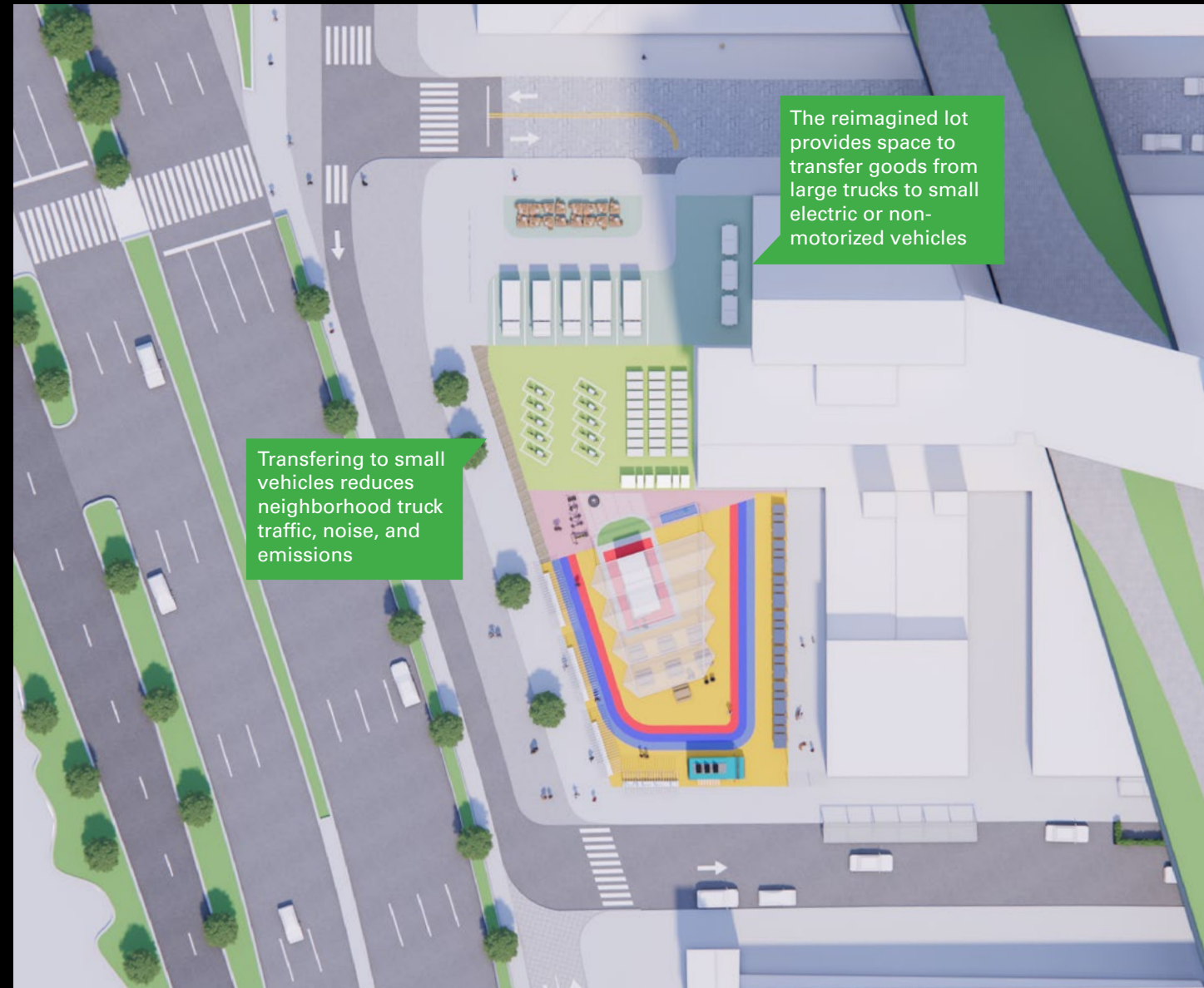
**Off-Hour Deliveries (OHD) program:** intended to increase the number of deliveries between 7:00 p.m. and 6:00 a.m. DOT is exploring several incentives that will help businesses to move to off-hour deliveries, for example support to companies in mitigating noise concerns. The OHD program is directly aligned with MDMA's time-of-day freight management strategies.

**Enforcement:** work with NYPD on better enforcement for commercial vehicles especially on bus corridors, bike lanes, and crosswalks.

**Collaboration between businesses:** sharing of transportation resources through collaboration between businesses can lead to a reduction in vehicle trips as well as financial and environmental savings. For example, collective procurement and coordinated schedules between businesses could cut duplicate deliveries and reduce congestion.

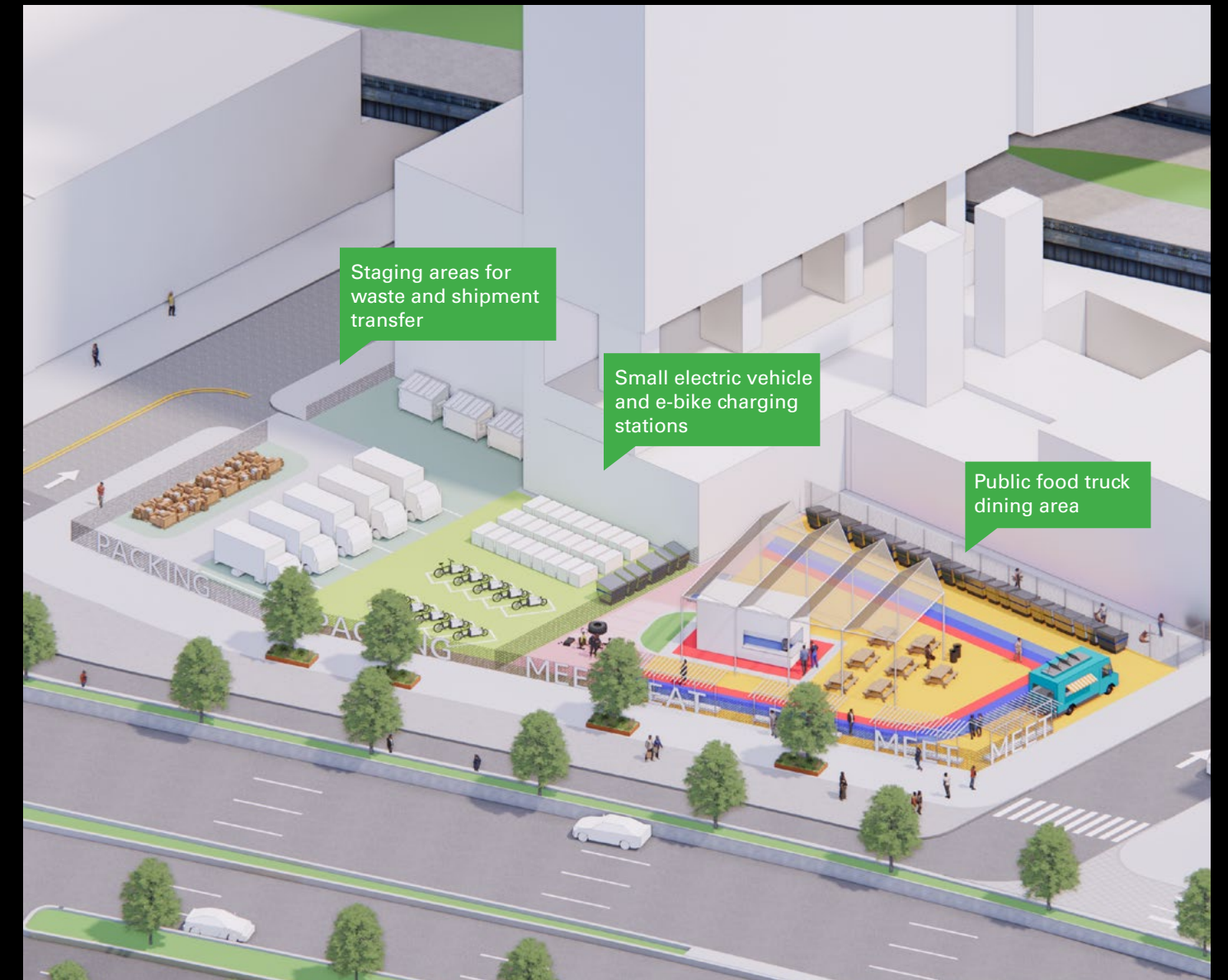
# Freight Micro Distribution Hub

**A currently under-utilized New York State-owned lot has unmet potential to serve the district's freight and waste management needs.**



Located along Tenth Avenue between Little W 12th Street and 13th Street, the lot has direct access to Route 9A, and is well suited to be a micro-distribution hub in line with Local Law 166. There, deliveries that arrive on large trucks during pedestrian priority hours can be distributed to small electric vehicles and hand trucks to reach their final destination. The lot would be equipped with vehicle charging stations, and staging areas for waste and recycling pickup, getting trash out of the district's pedestrian pathways.

The lot's large size and visibility from the Hudson River Greenway make it a strong candidate to house an outdoor public dining area or beer garden alongside its logistic operations. Shared space can serve the public during peak activity times and be used as a staging area during overnight and early morning hours, giving the neighboring Meatpacking Co-op employees a place to store vehicles off-street during delivery and shipping times.



# Next Steps

**With this shared vision for the future of the Western Gateway, the MDMA will pilot what we can immediately, while we mobilize a coalition of partners who can to realize the full project in the years to come.**

## Pilot Projects

In the coming weeks, MDMA will work with Street Plans to turn the public realm pilots from this plan into a reality on the ground. Putting to use the MDMA's staff resources and materials, our nonprofit will join forces with Street Plans, a tactical urbanism group, to mock up interventions on-site.

Pilots will enable local businesses, visitors, and agencies to more fully understand the effects, implications, and logistics of the proposed interventions and enable an iterative approach to the development of their final form, in partnership with our constituents. These quick, inexpensive pilots will provide immediate benefits while we organize the powers required to transform the streets and public realm over the long-term.

## Project Implementation

This proposed Public Realm Vision is a shared vision. No single entity has the power or jurisdiction to realize every proposed improvement in this vision, so MDMA will build a coalition of champions to advance this work.

This plan represents the start to a process. As we share this report widely and get our business constituents, neighbors, elected officials, and community leaders on-board we will work with these partners to arrive at a vision for the future of the Western Gateway that works for us all. It will take the power of our unified voice to move the city and state to adopt our proposals and collaboration between public agencies and private partners to fund this work.

To start this community-building, please reach out to us. Join our coalition, let us know your thoughts on these proposals, and tell us what you're most excited to see.

Let's transform the Meatpacking District together!



# Appendix



# Business Needs Report



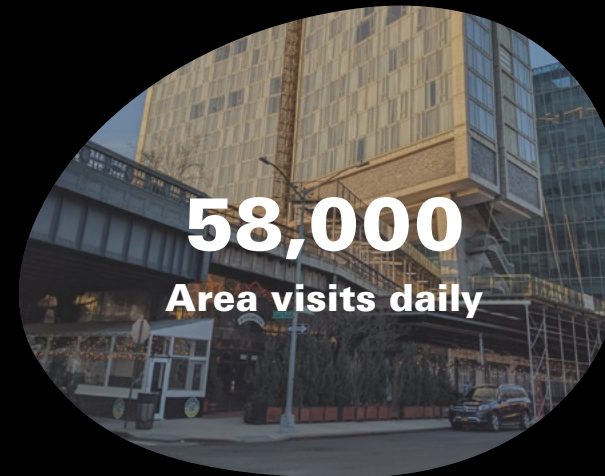
# Business Overview

**A diverse mix of business sizes, types, and operating times make the district a 24-hour neighborhood.**

Over 36,000 employees work in the census tracts that overlap the district (US Census LODES). A wide range of industries, from meatpacking to art, design, tourism, fashion, and tech are at home in Meatpacking. Thanks to this variety, the area remains an active destination from the early hours of the morning to late into the night.

With approximately 58,000 daily visitors and 113 businesses in the Western Gateway area alone, the challenge the Meatpacking District faces is one of balance and managing curbside demand (Replica Fall 2019 data, Live XYZ). The advent of open streets and outdoor dining has only increased competition at the curb, which already wrestles with trash, deliveries, and private cars.

Creating balance at the curb will entail managing streets in both space and in time, using peak and off-peak utilization to inform a clear approach to deliveries, pick-up/drop-off, and logistics.





# Business Types

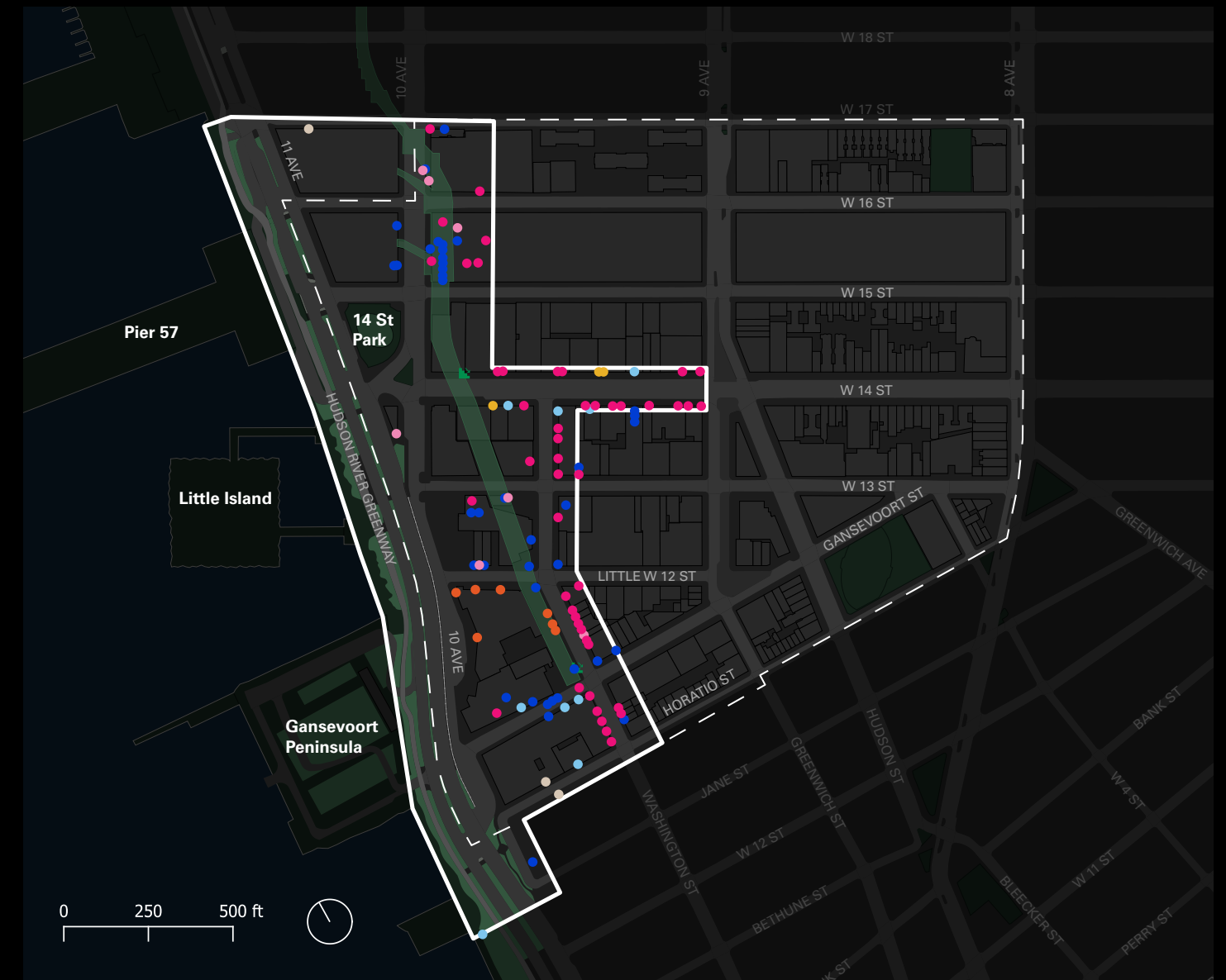
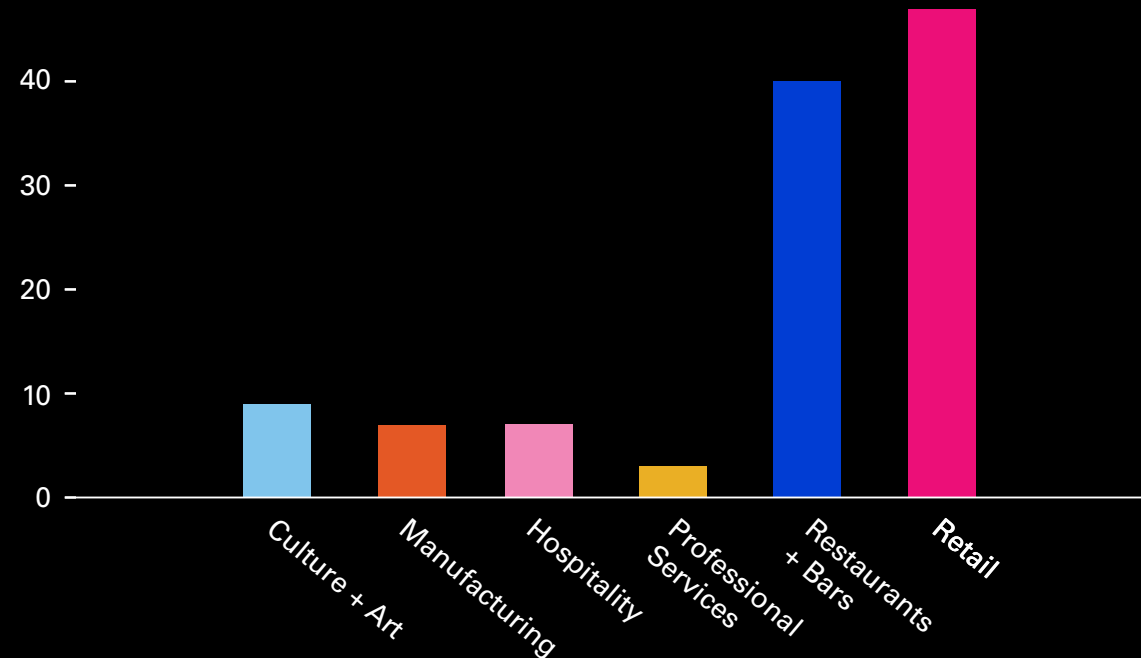
## The Meatpacking District has a wealth of ground floor businesses that generate high levels of foot traffic.

The highest concentration of business types in the Western Gateway study area are the retail businesses, bars and restaurants clustered along West 14th Street and Washington Street. The Meatpacking industry, while no longer dominant, maintains a strong presence with wholesale meat packers sharing a block with the Whitney Museum.

In addition to these small businesses, the study area includes a leading cultural institution in the Whitney, as well as a number of flagship Manhattan retail locations for major brands like Dianne Von Furstenburg, Samsung, and Genesis.

Google's expanding campus, occupying buildings between 15th and 16th Streets and from Eighth Avenue into the Hudson River, is projected to employ 6,100 Googlers in the coming years (Alphabet, Arup). Finally, Chelsea Market concentrates over 60 food and retail locations in its interior concourse that stretches from Ninth to Tenth Avenues (Live XYZ).

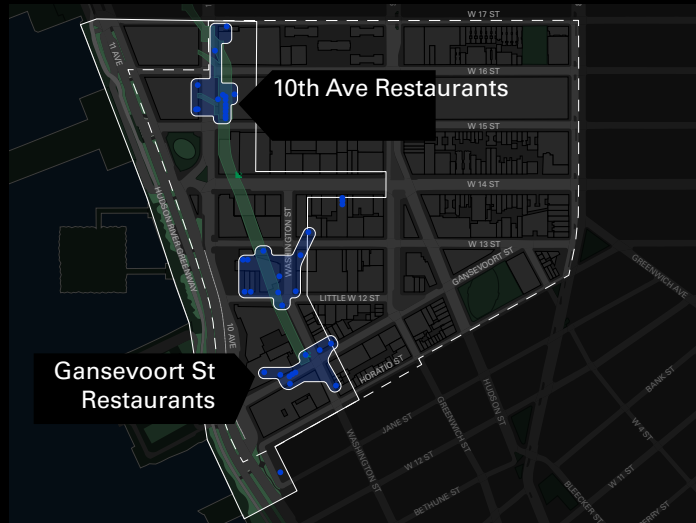
Number of Street-Level Businesses



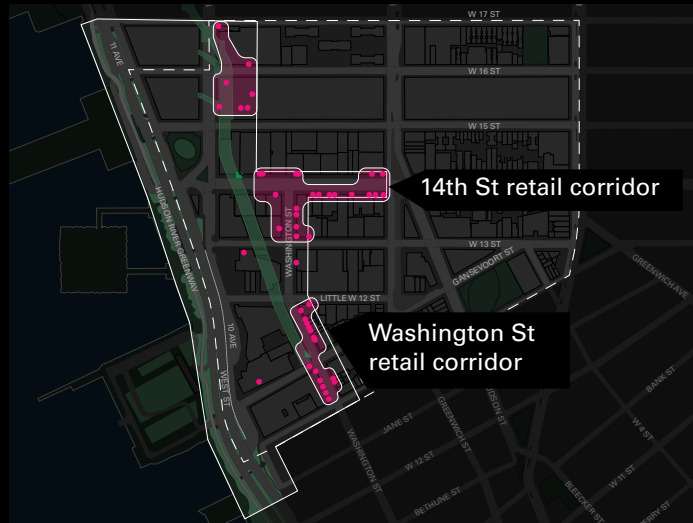
# Business Type Clusters

The Western Gateway is characterized by several overlapping business clusters, each of which has their own distinct character.

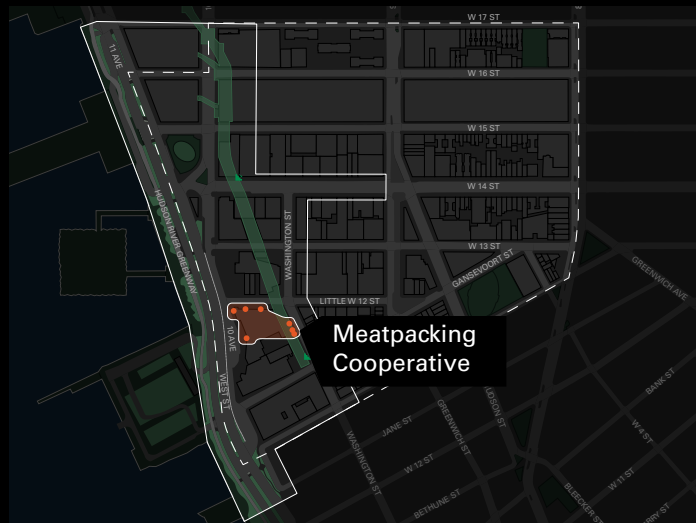
## Restaurants / Bars



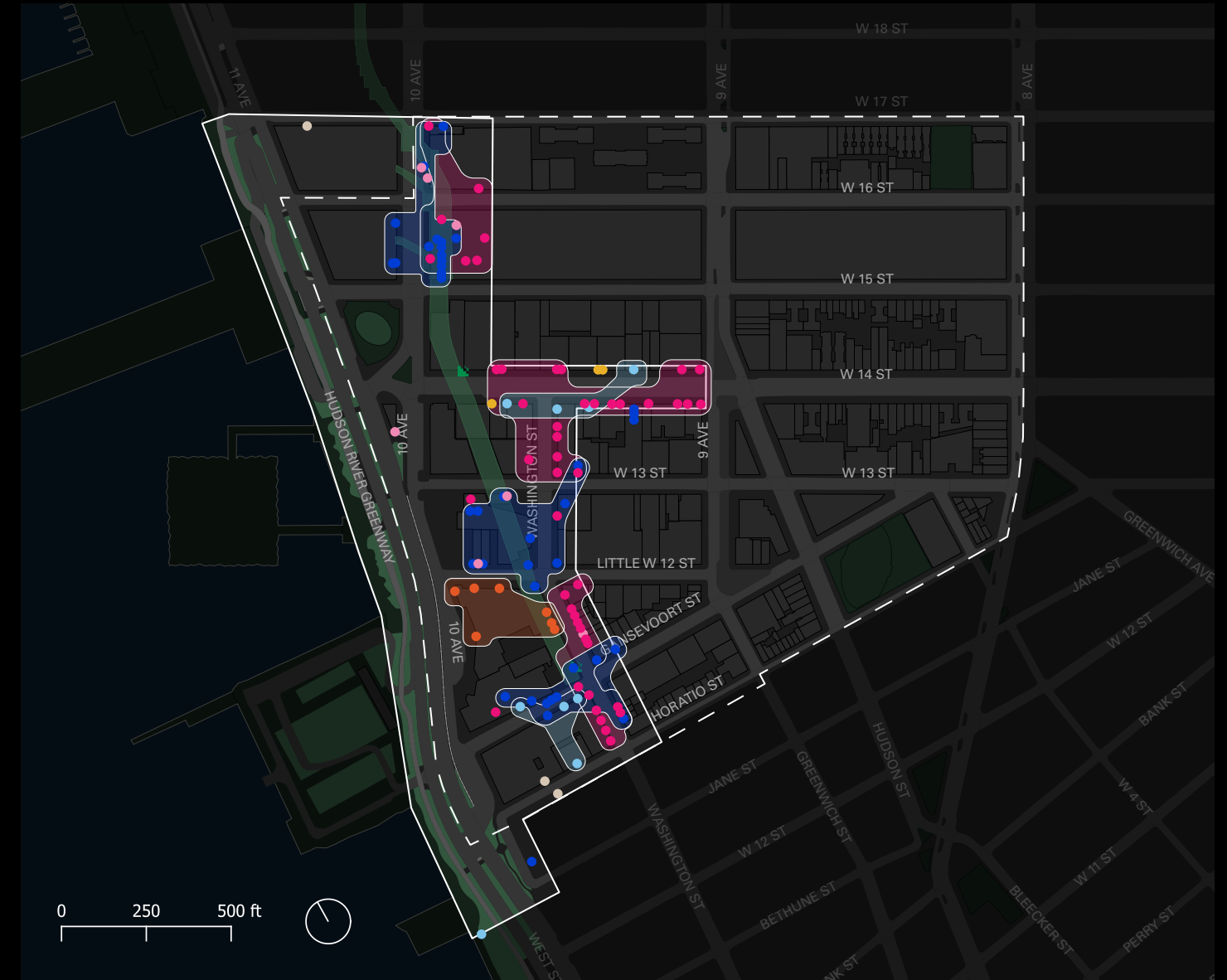
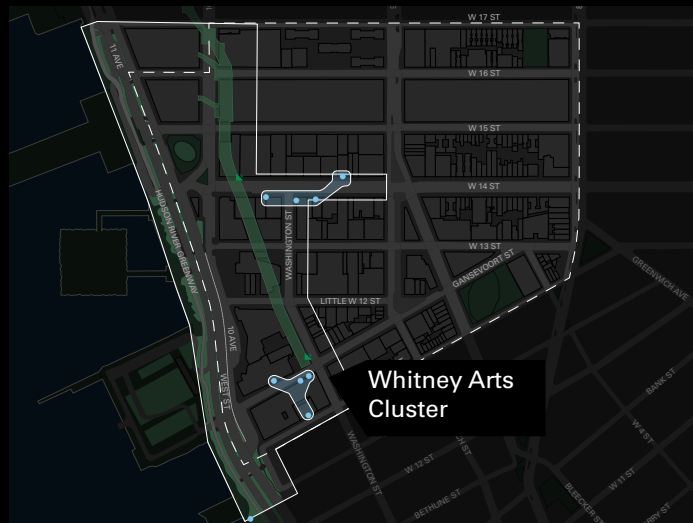
## Retail



## Manufacturing / Processing



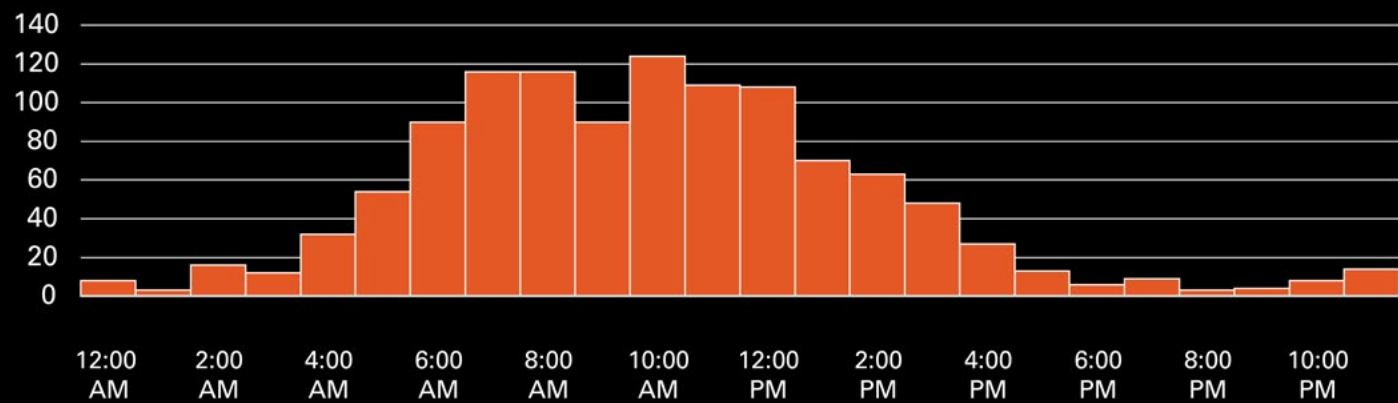
## Culture / Arts



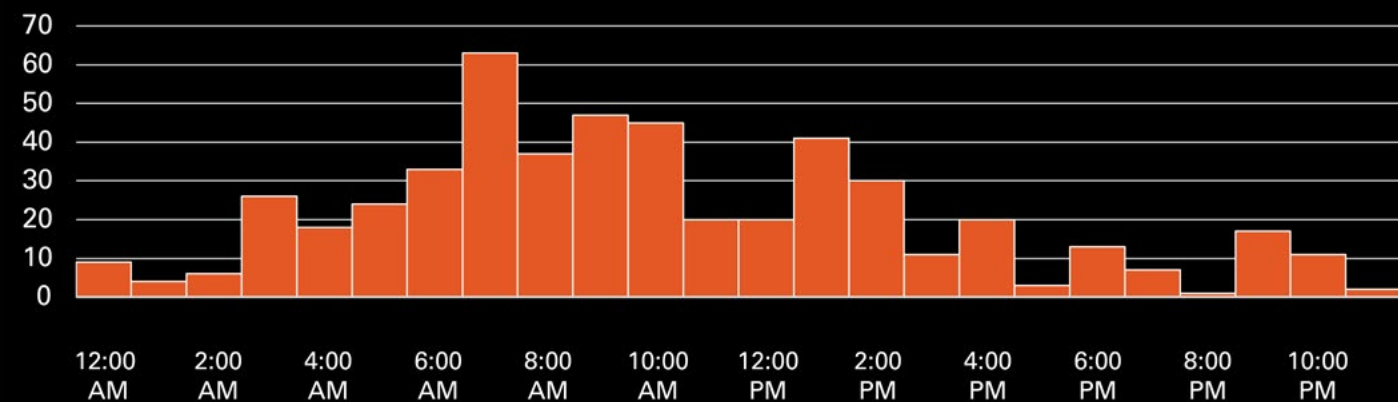
# Delivery + Logistics Needs

Heavy commercial traffic and deliveries are concentrated during the district's early morning hours and before noon.

## Weekday Delivery Arrivals








## Weekend Delivery Arrivals



Data shown for Meatpacking Business Improvement District  
Source: Replica Fall 2019 datasets

Based on observations, the largest commercial trip generator in the area is the Meat Market.

Trucks travel on non-truck routes to service local deliveries with weekday mornings showing the highest volume of commercial trucks entering the district, with activity tapering off by late afternoon. Most small retailers receive and ship during regular business hours (9am to 5pm). Improvements to delivery and freight management were ranked as the highest priority need by small businesses surveyed.

-  Loading Driveway
-  Loading Bay
-  Inbound Truck Movement
-  Outbound Truck Movement
-  Designated Truck Routes

## Designated Truck Routes and Freight Movement

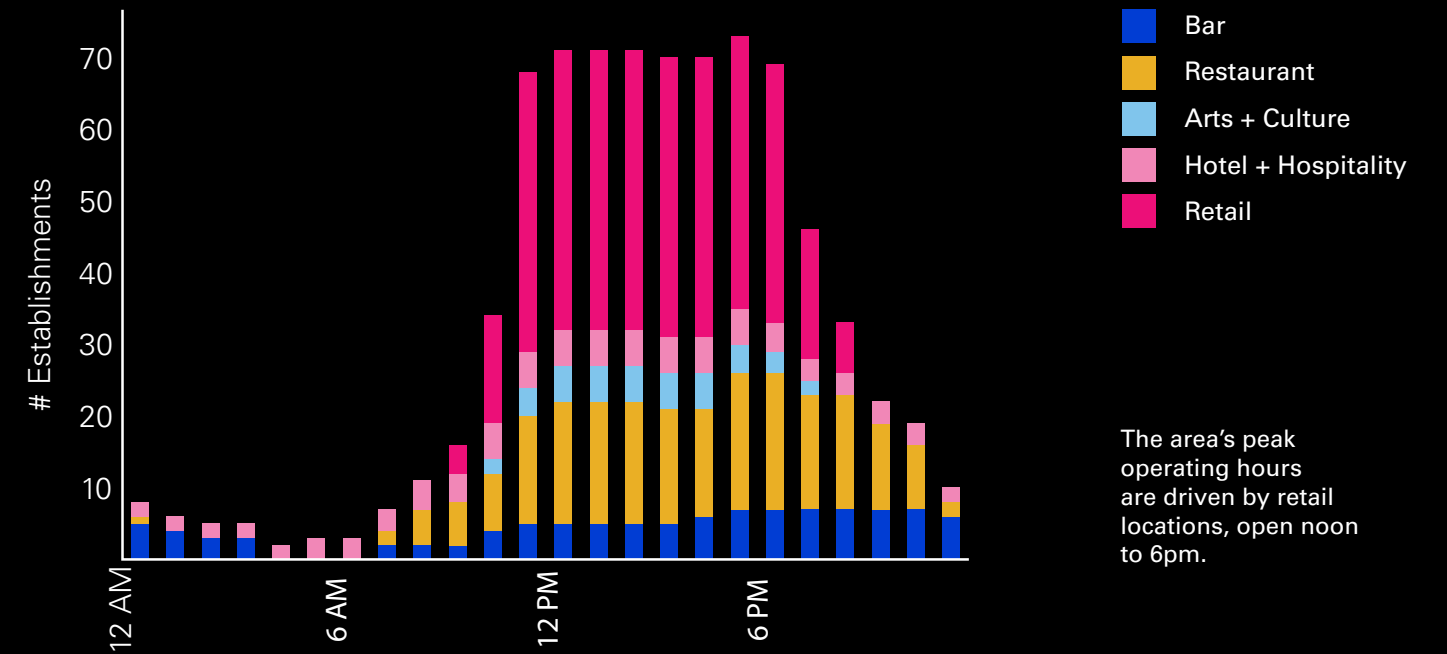


# Hours of Activity

**The District is kept active at all times of the day and night thanks to its extraordinary mix of uses and functions.**

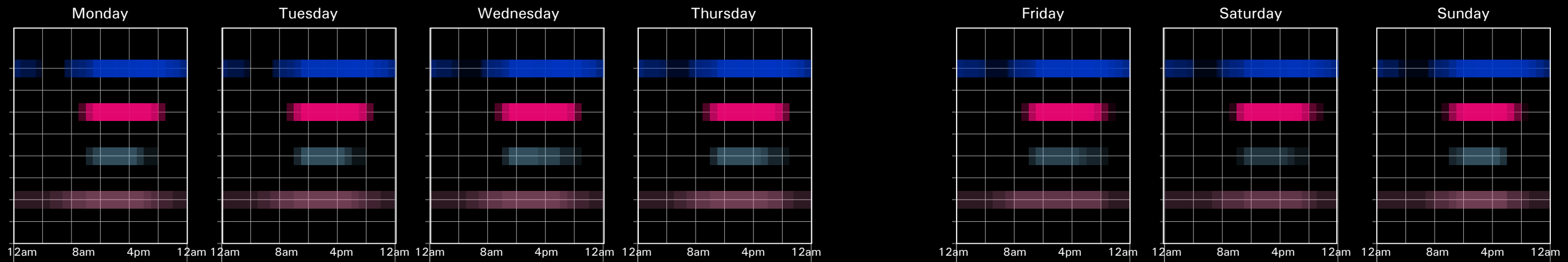
The district sees its peak commercial activity from noon to 6pm. In the evening, from 5pm through 11pm, restaurant activity comprises the bulk of commercial action, segueing into the area's bar and club nightlife. Thanks to the neighborhood's industrial processors and hotels, there is never a silent hour, as activity picks up in the wee hours of the morning when deliveries begin rolling into the Meatpacking Cooperative.

These ebbs and flows in activity present an opportunity for the Meatpacking District to use time-of-day management strategies to utilize streets in different ways at different times of the day and week. These strategies, piloted in the POD Plan, can also help better organize logistics, maintenance, sanitation, and deliveries.



The area's peak operating hours are driven by retail locations, open noon to 6pm.

- Retail
- Restaurants / Bars
- Hospitality
- Culture / Arts



The restaurants and bars of the MPD keep the district active as night turns to the following day.

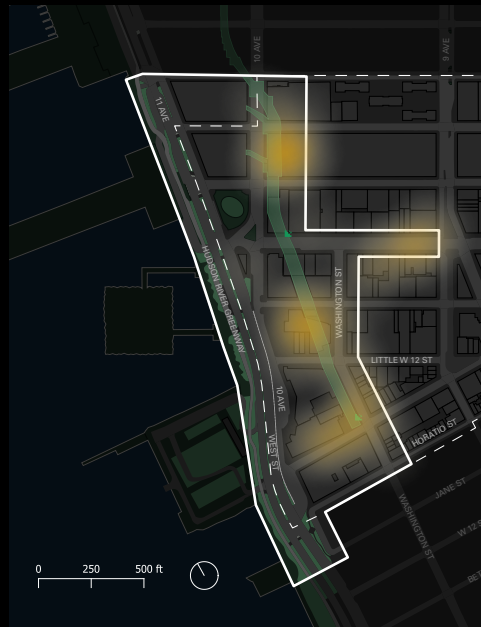
# Business Activity Through the Day

The heatmaps below illustrate the density of businesses open throughout the district at different times of day.

Morning (5 am - 10 am)  
 Daytime (11 am - 4 pm)  
 Evening (5 pm - 9 pm)  
 Night (10 pm - 4 am)

## Weekday

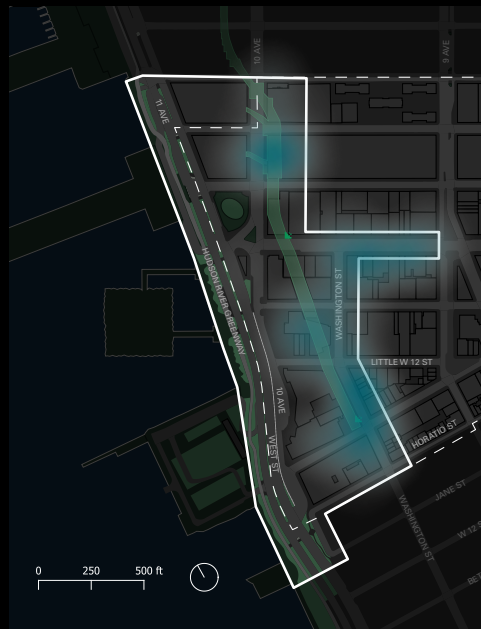
### Morning



### Daytime



### Evening



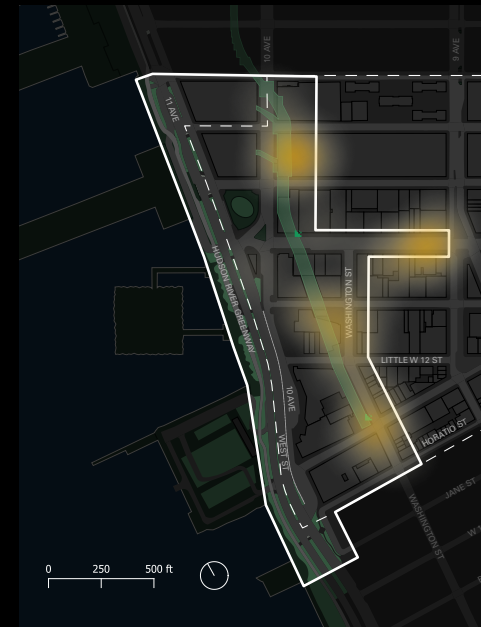
### Night



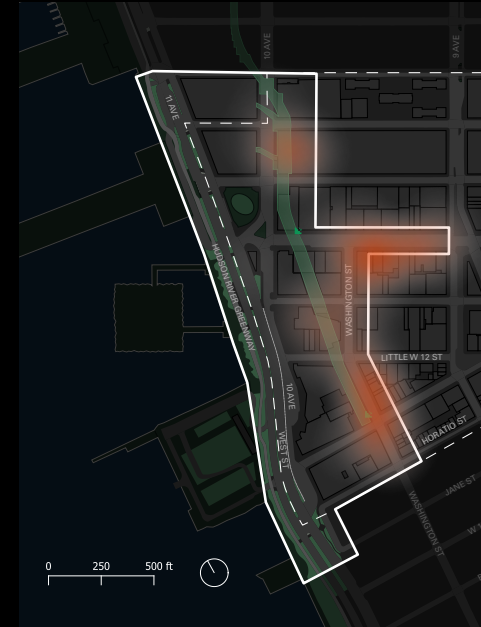
Daytime activity is concentrated around the 14th St and Washington St corridors. During the evening, activity is densest along the southern part of Washington St.

## Weekend

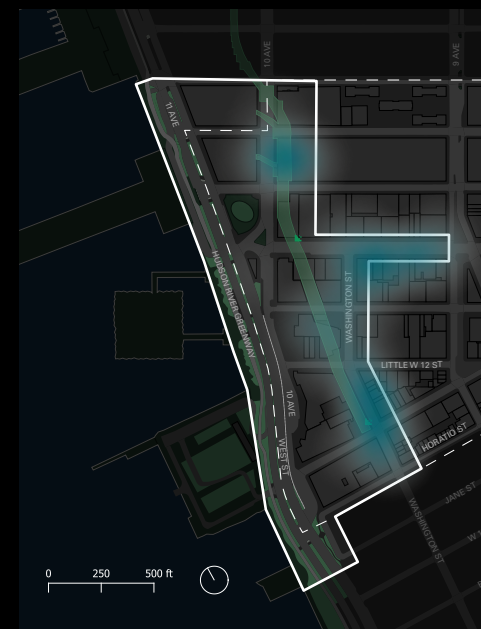
### Morning



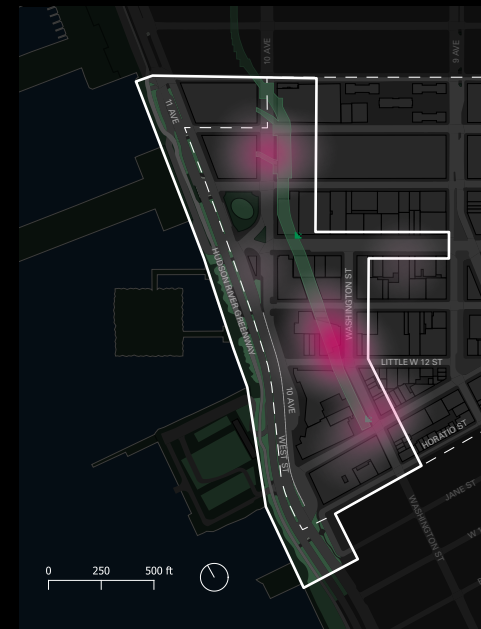
### Daytime



### Evening



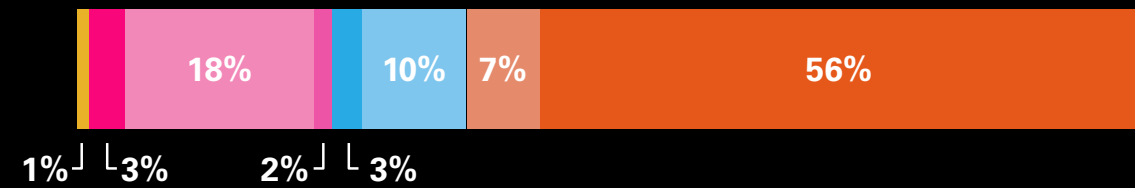
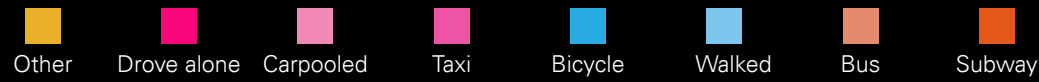
### Night



Weekend and weekday activity is not significantly different across ground floor uses in the district, in part because so many of the area's ground floor businesses cater to weekend and recreational visitors.

# District Employees

Most employees in the district commute by Subway, and 13% commute by foot and bicycle.



Source: Census Transportation Planning Products, 2010-16

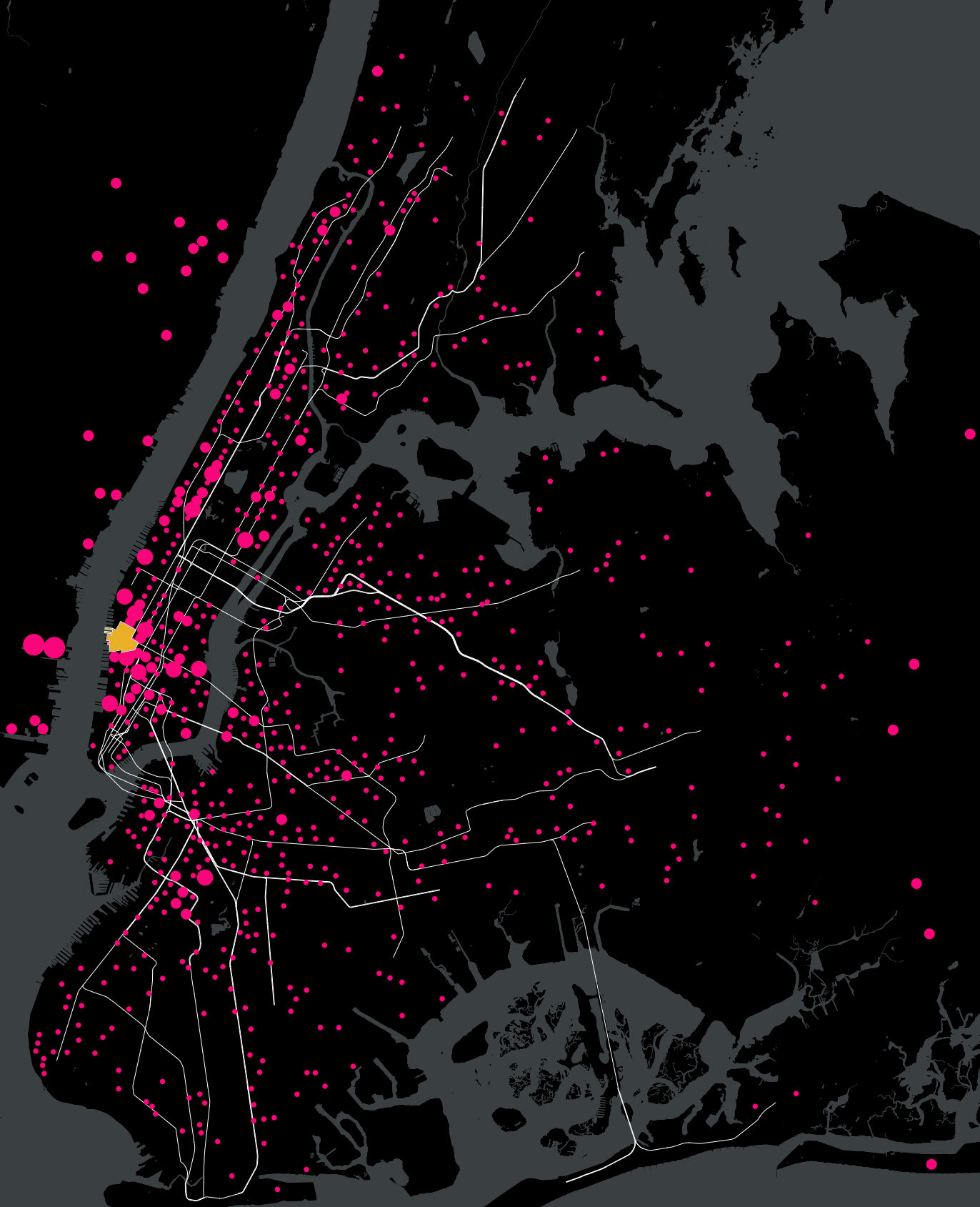
**36,544**

employees work in the district's census tracts

**50%**

of MTPK employees live in Manhattan

Data shown for the census blocks that overlap the Meatpacking District BID from the US Census Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES), 2020.



**The District is a citywide destination, with employees from across NYC's five boroughs commuting to the area for work, most via sustainable transportation modes.**

# Mobility + Operations



# Mobility Overview

**People-centered streets and accessible transportation options make the Meatpacking District's vibrant character possible.**

The Meatpacking District is among NYC's most pedestrian forward districts, opening up streets for people to activate neighborhood spaces and support the success of on-street retail, cultural, dining and nightlife venues. The district's cobblestone streets and functional awnings recall the area's industrial history and offer a sense of human scale that creates an organic pedestrian-priority zone throughout the district's center.

The features that make the district a unique pedestrian destination disappear at Tenth Avenue. Along the Western Gateway, streets

and intersections retain a character that is more akin to a highway on-off ramp, leaving pedestrian and bicyclist movement second to vehicles entering and exiting the West Side Highway. To visitors, this disjuncture between a pedestrian heaven and hell is immediately noticeable and creates potential for traffic conflict and violence.

Creating a pedestrian-priority district requires a fresh look at major nodes like the intersection of West 14th Street and Tenth Avenue, where major conflicts come to a head. New time-of-day management strategies can enable the district to prioritize pedestrians during peak hours, while also facilitating necessary business freight and logistics.





# Network Contexts

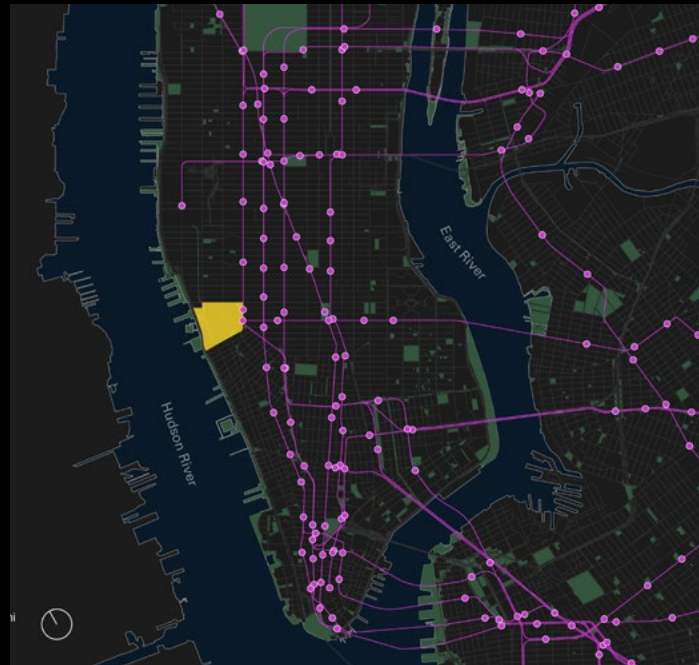
**The Meatpacking District is linked to multi-modal networks that connect the District to its immediate neighbors and the city beyond.**

At the district's eastern edge, essential transit connections to the A/C/E and L subway lines at Eighth Avenue and 14th Street is the district's most important entry point. In addition to daily commuters, increasing volumes of visitors drawn to the High Line, Little Island and the Whitney, have increased use at the station.

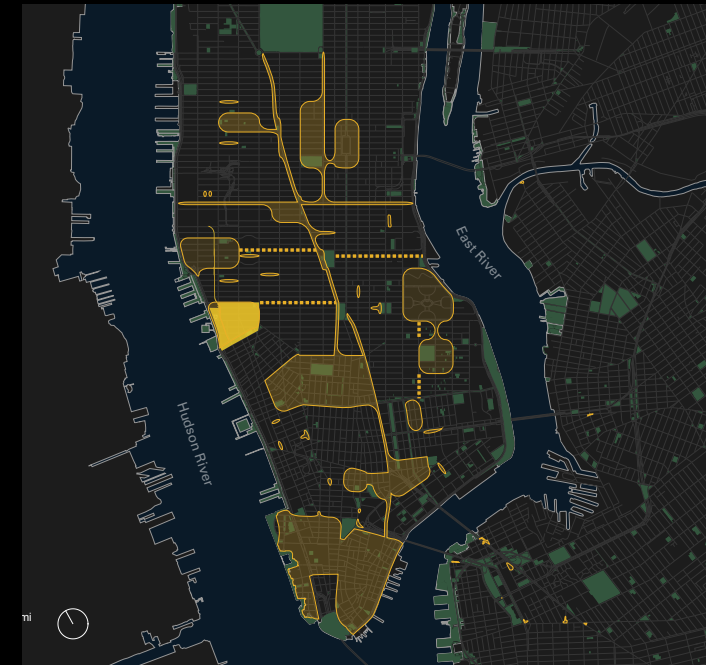
Linear greenspace networks at Hudson River Park and the High Line, and new protected bike lanes on 12th and 13th Streets also facilitate bicycle and pedestrian access to the area, although all fall short of connecting seamlessly into the District.

14th and 16th Streets are busy with commercial deliveries, while the 14th Street exit from Route 9A serves as a major grid entry point for northbound drivers including a high volume of through-traffic heading to the Lincoln Tunnel.

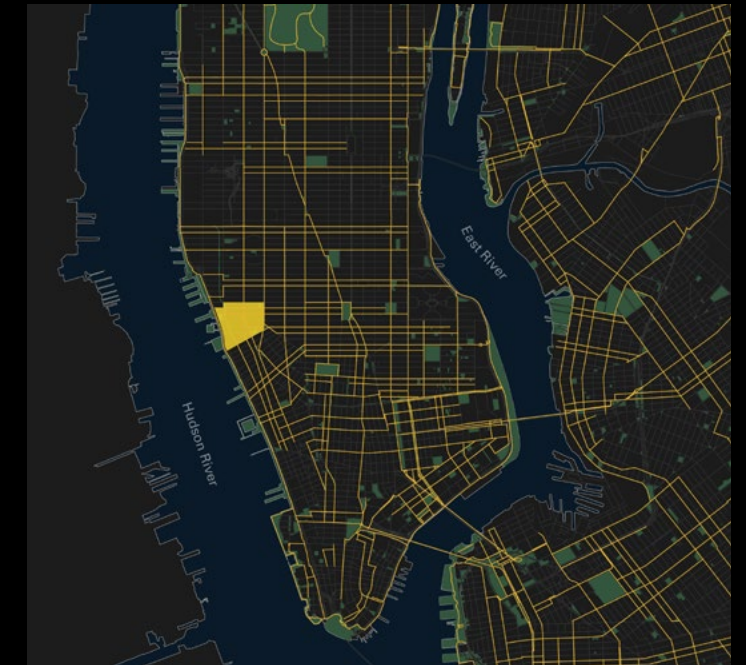
### Subway Network



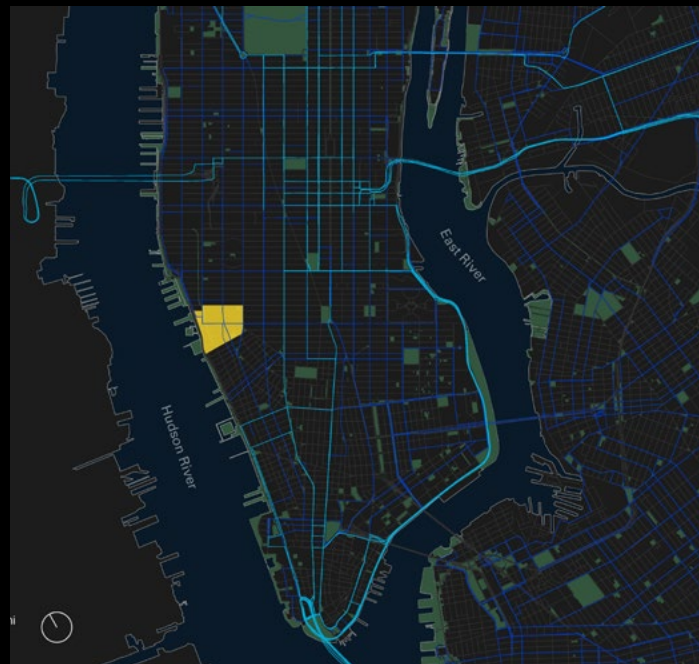
### Pedestrian Network



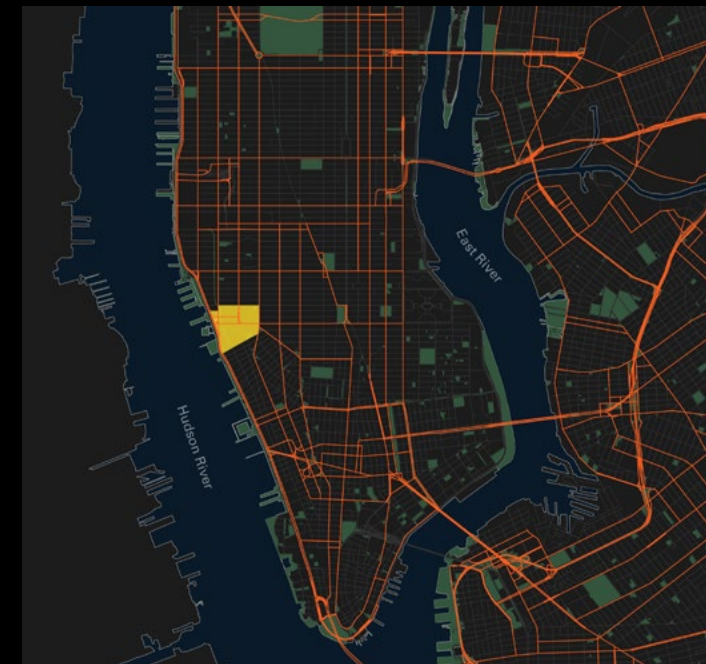
### Bike Network



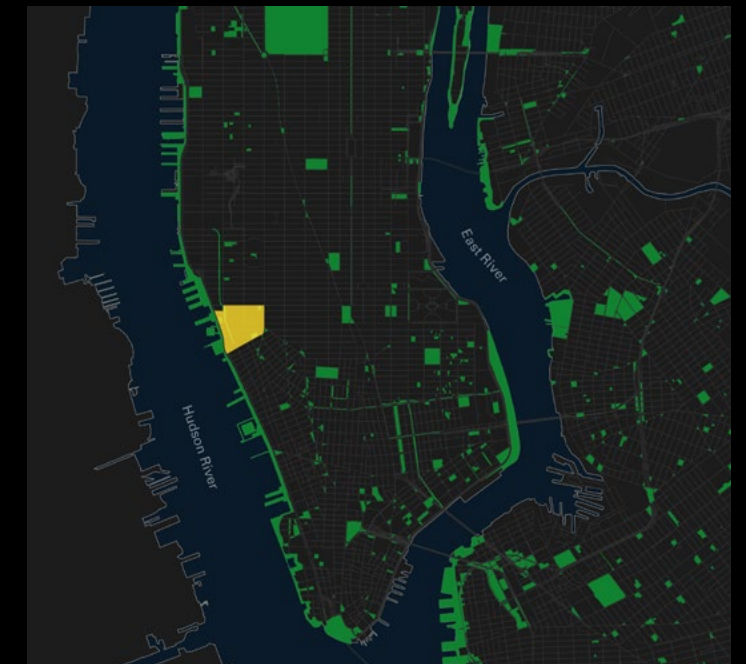
### Bus Network



### Truck Network



### Greenspace Network



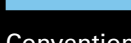


# People Access + Circulation

In addition to its walkable streets, the District has strong subway, bus, and bike access routes.

70% of weekday visitors arrive by transit or foot.

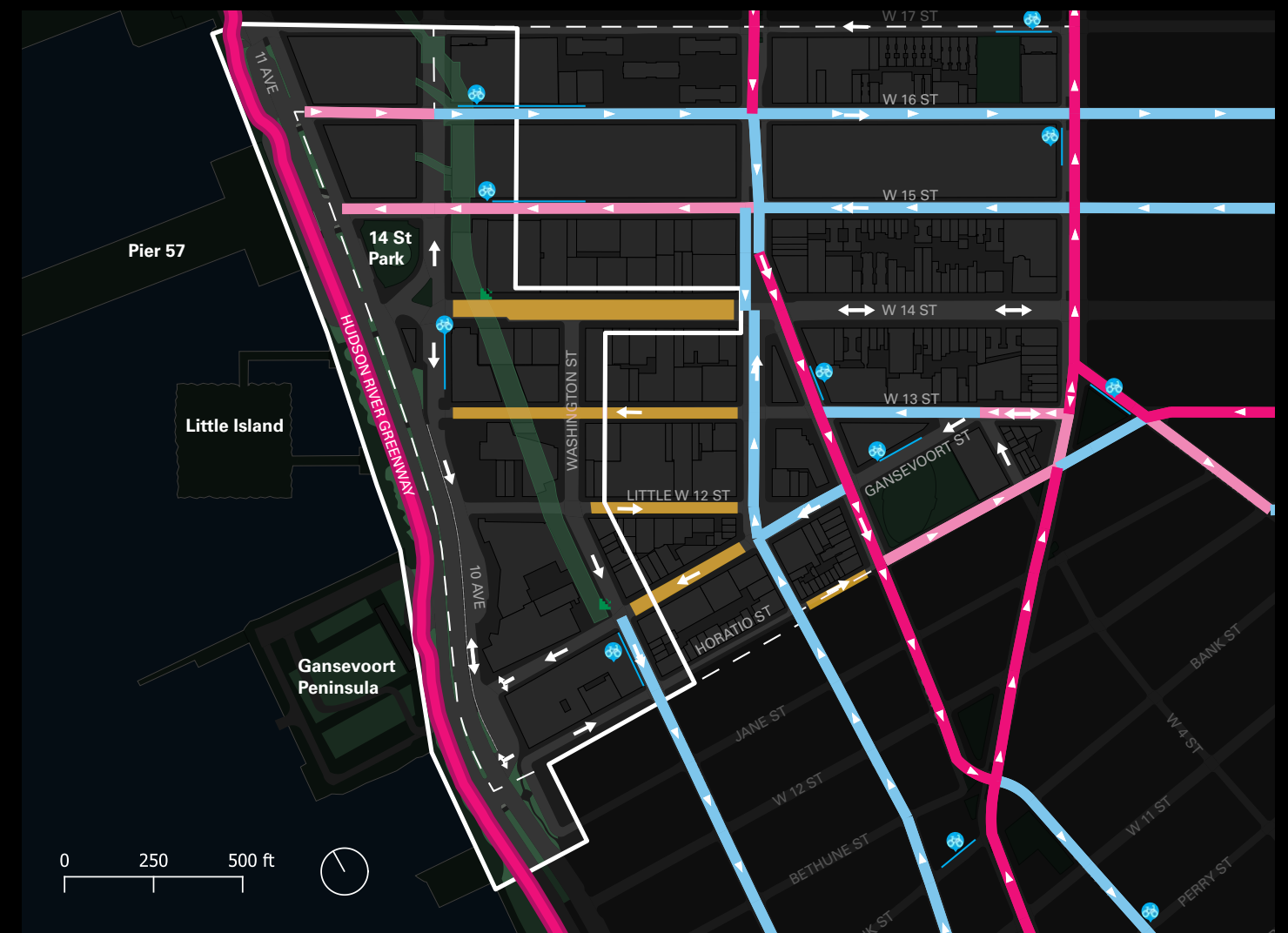
The district has potential to improve east-west pedestrian and bus access. New east-west protected bike lanes on 12th and 13th Street stop outside the district at Greenwich Avenue, and cobblestone streets without bicycle accommodations make two-wheeled navigation and greenway connections uncomfortable.

-  Citibike station
-  Cobblestone street
-  Bike sharrows (Class III)
-  Conventional bike lane (Class II)
-  Protected bike lane (Class I)

## Subway and Bus Connectivity



## Bicycle Connectivity



# Area Jurisdictions

The Meatpacking District represents a confluence of different agency jurisdictions, private landowners, and special-purpose districts. Coordination across these different actors will be critical to the success of the Western Gateway plan's implementation.

- Hudson River Park Trust
- NYS DOT
- Friends of the High Line
- NYC Parks

- Community Board Boundary
- West Chelsea Special Zoning District
- Gansevoort Market Historic District
- BID Boundary
- Western Gateway Study Area



# Vehicle Volume and Safety

Within the study area, Tenth Avenue carries the heaviest vehicle traffic volume aside from the West Side Highway. Low volumes of east-west auto traffic crossing Washington Street are in part due to MDMA measures

to prioritize pedestrian activity south of 14th street. Eastbound and westbound traffic on 14th, 15th and 16th streets are similar in volume.



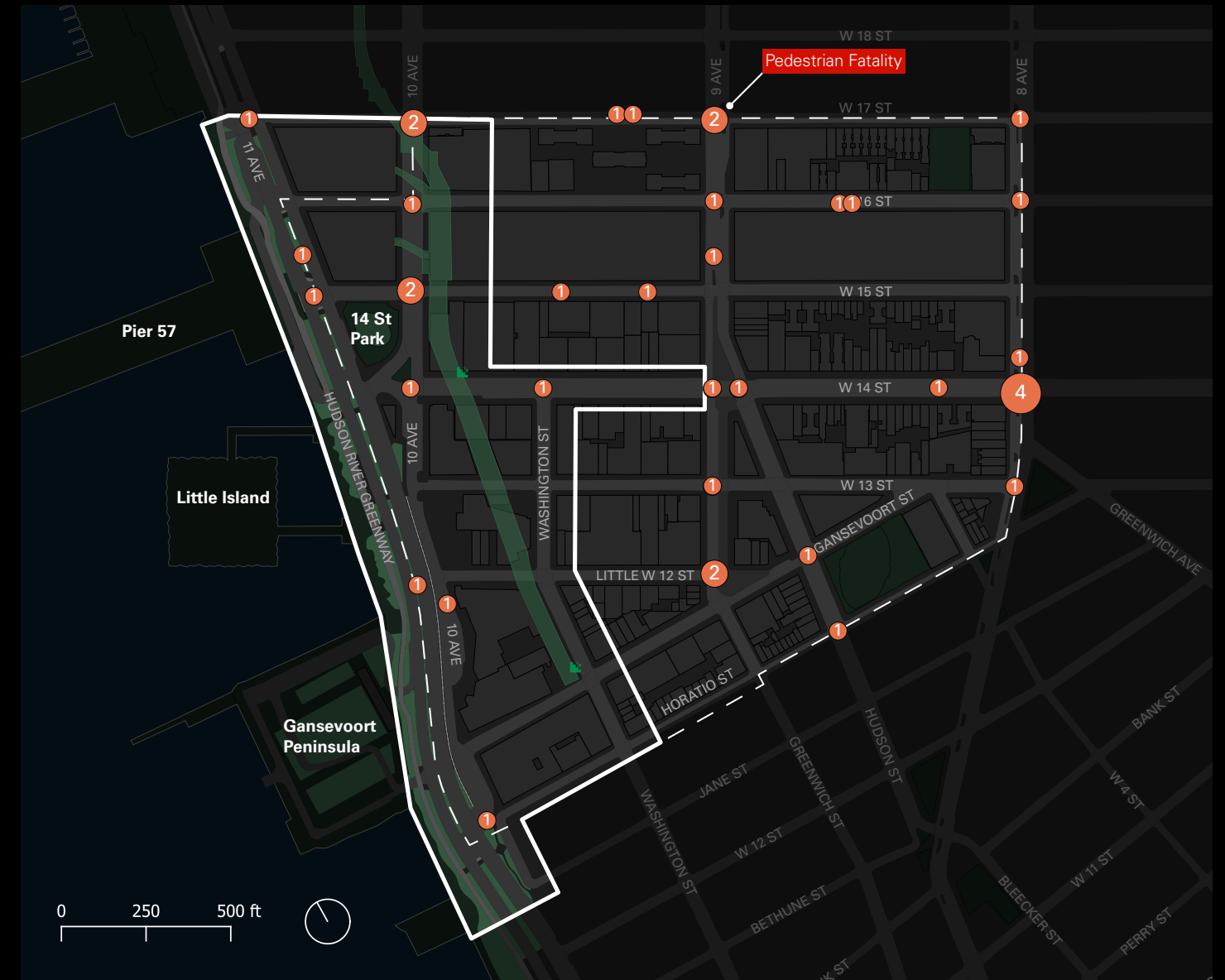
## 2019 - 2022

100 total crashes	(113 injuries)
Pedestrians:	19
Cyclists:	28
Motorists:	66
1 pedestrian fatality	

Vehicle crashes shown for January 2019 - January 2022. Data taken from NYPD Motor Vehicle Collision reporting.

Vehicle volume sources include historical ATR and turning movement counts from IMS (2017-19) and manual spot counts from 2020-21. All spot counts have been factored up to derive an approximate 'non-pandemic' equivalent volume.

Number of Crashes with Pedestrian and Bicyclist Injuries



# Traffic Detail at 14th St and 10th Ave

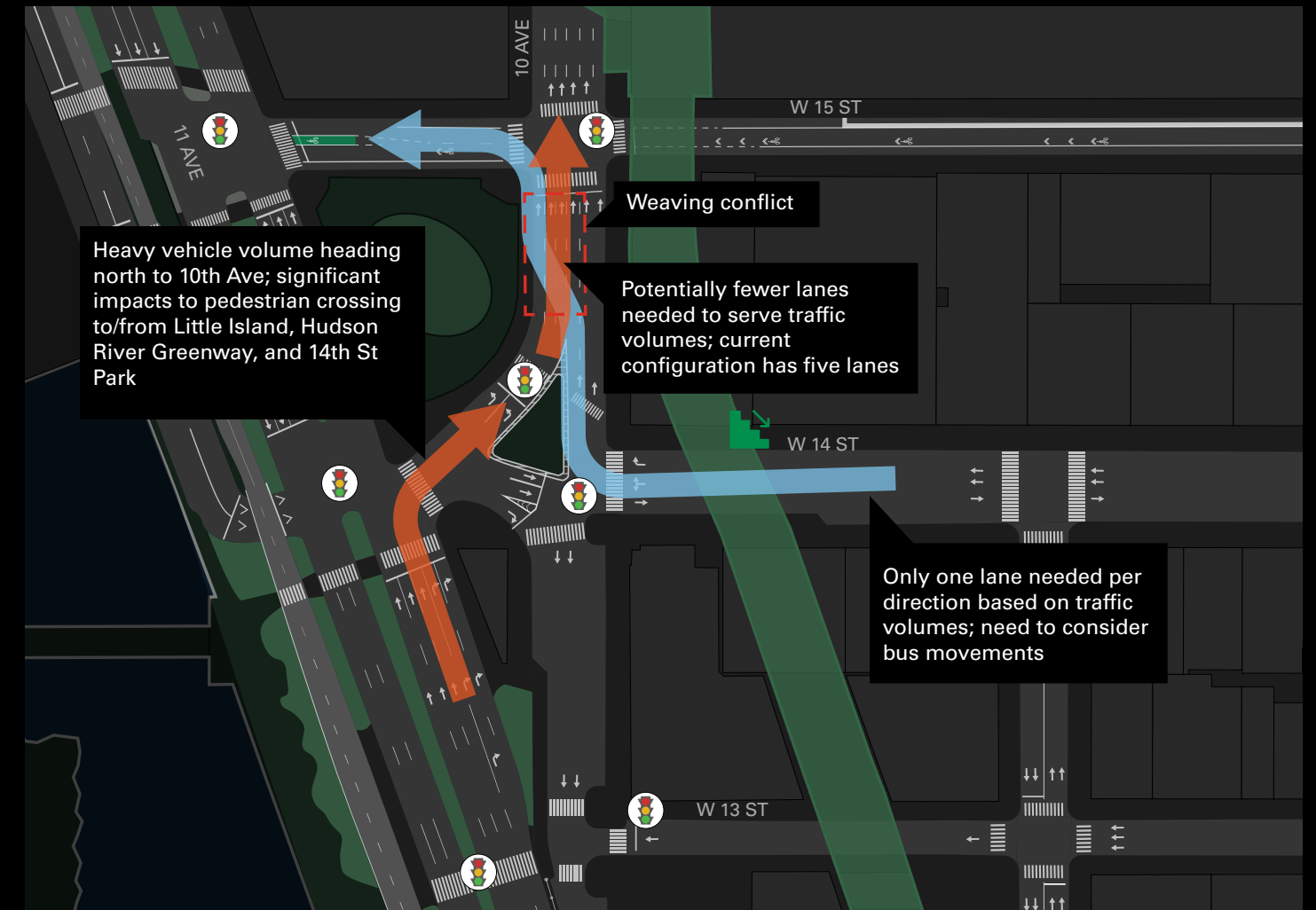
**Pedestrian crossings at 14th Street increased 68% after the opening of Little Island in 2021.**

The 14th Street exit from Route 9A is a major turnoff for northbound traffic heading up Tenth Avenue to areas north of the district and the Lincoln Tunnel. Reconciling this demand with growing pedestrian crossing volumes will be essential to improve safety in the area.

## Traffic AM Weekday Peak Hour Volume Detail

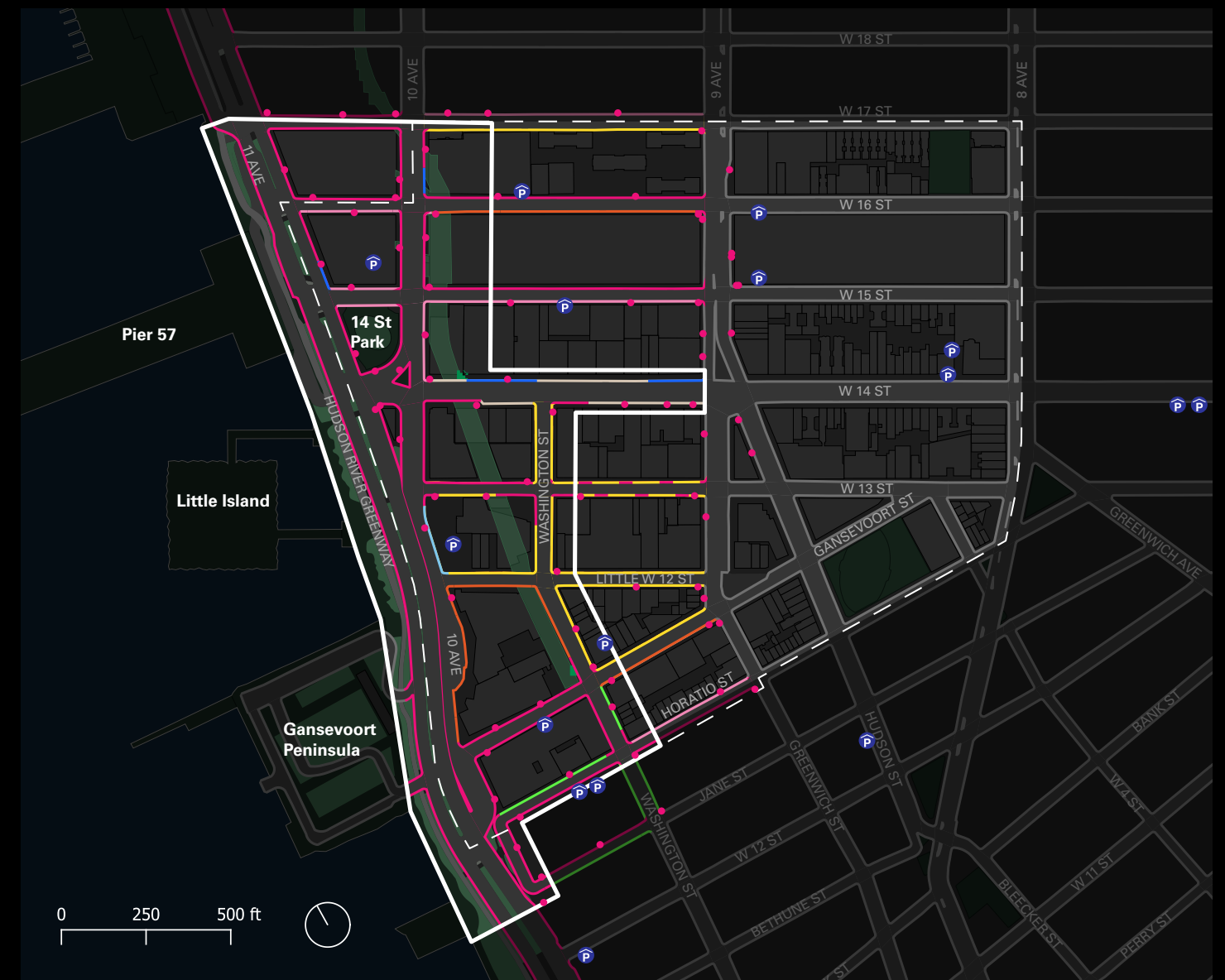


## Turning Movements and Capacity



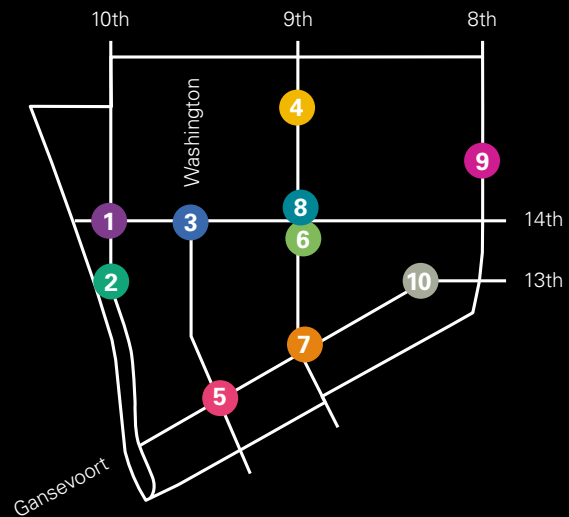
# Auto Access + Circulation

The district's restricted access streets, and a majority of curb space signed for commercial activity/no parking support the MDMA's people-centered goals.

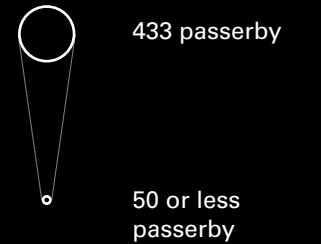


# Pedestrian Flows

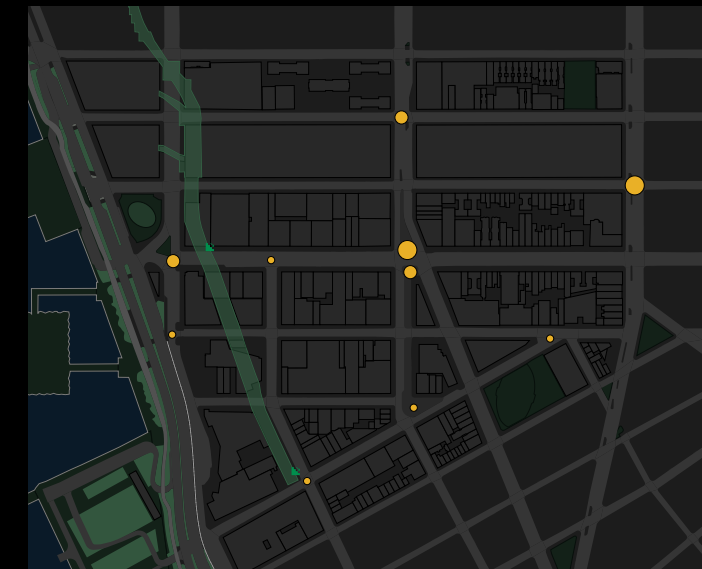
Beginning in January 2021, the MDMA began automatically collecting hourly counts of pedestrian activity at 10 locations across the district. Using these counts we can map pedestrian activity through the day, week, and year.



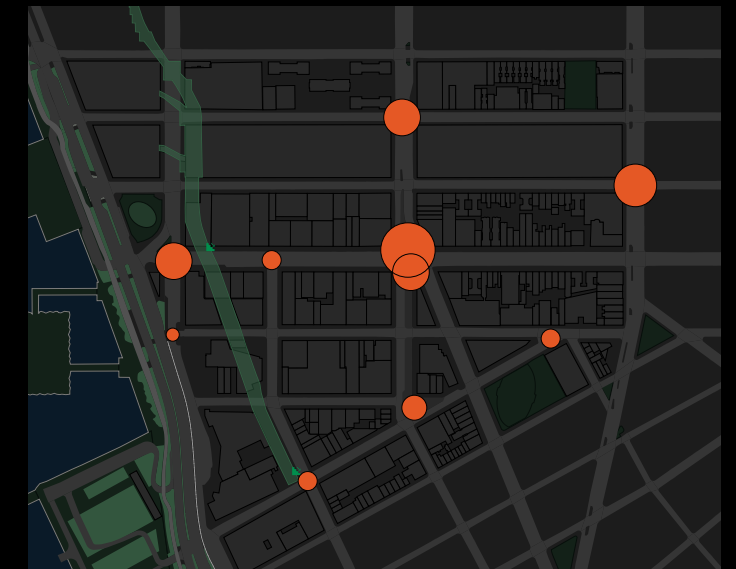
## Average Time of Day Pedestrian Counts



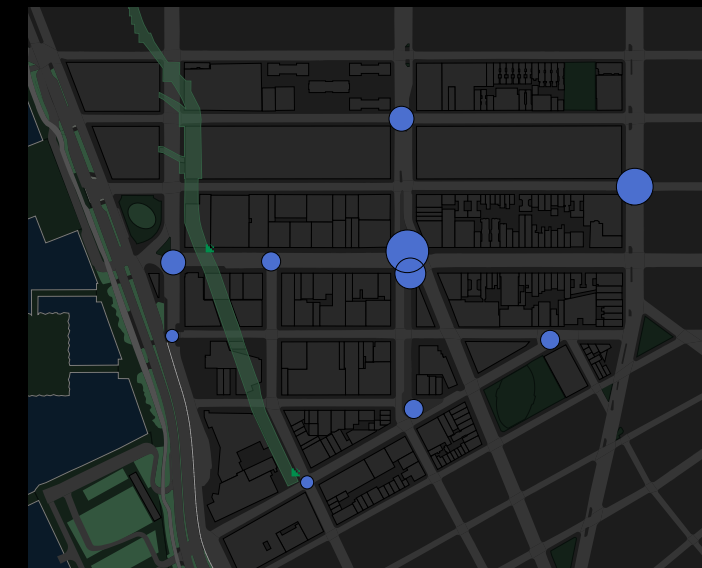
Morning (5 am - 10 am)



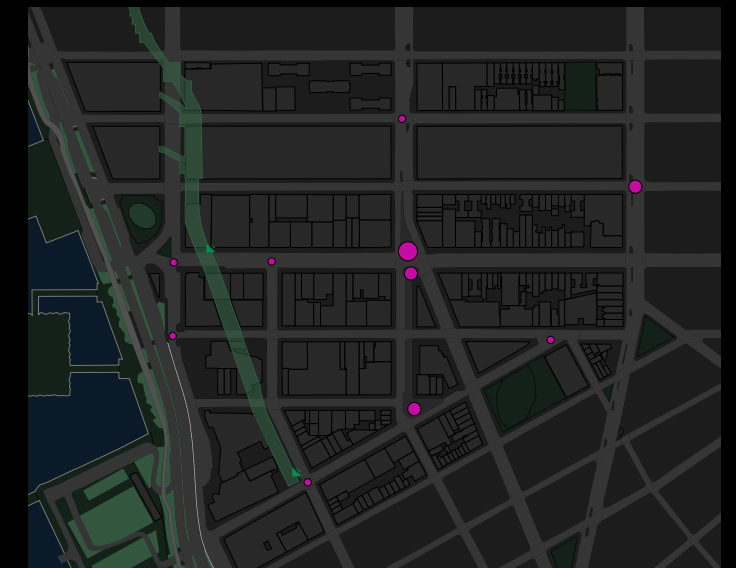
Daytime (11 am - 4 pm)



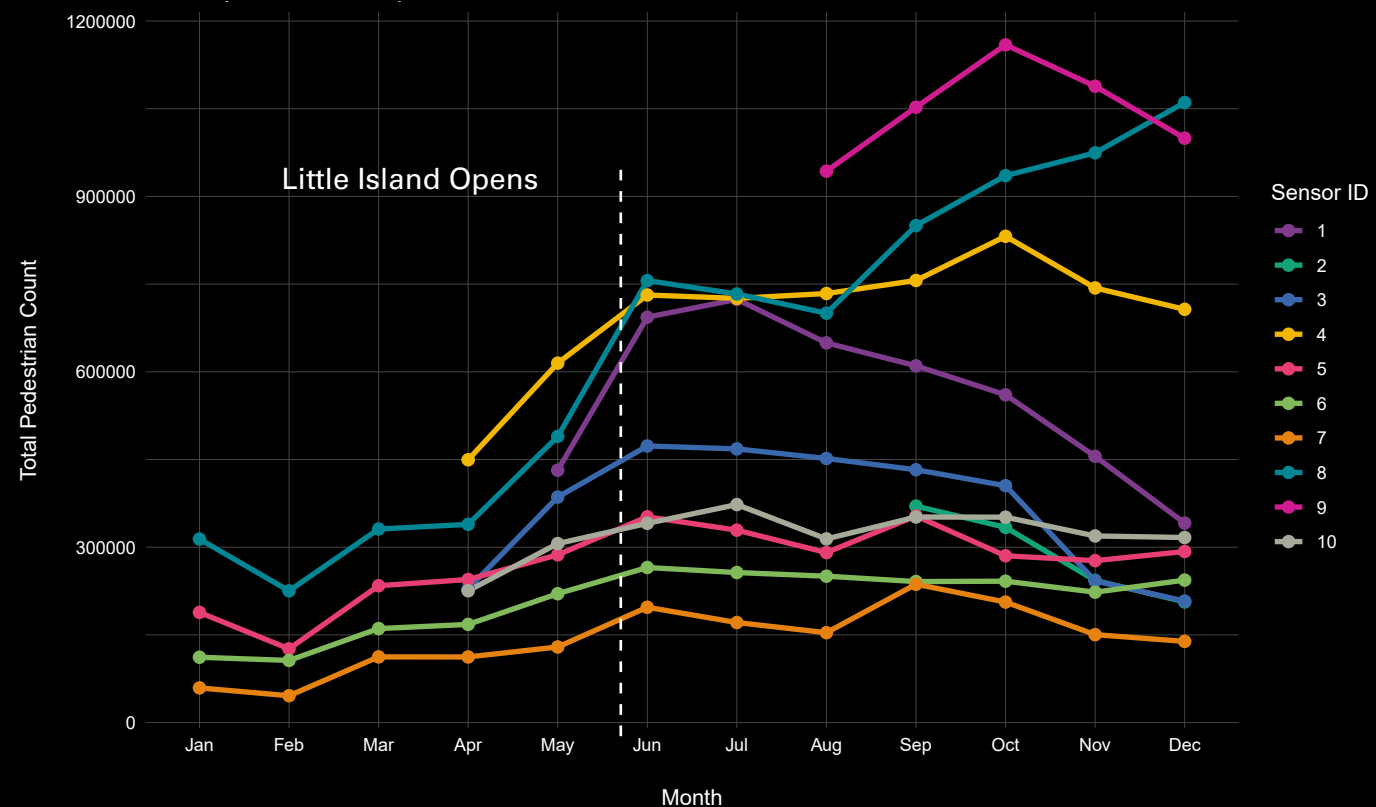
Evening (5 pm - 9 pm)



Night (10 pm - 4 am)



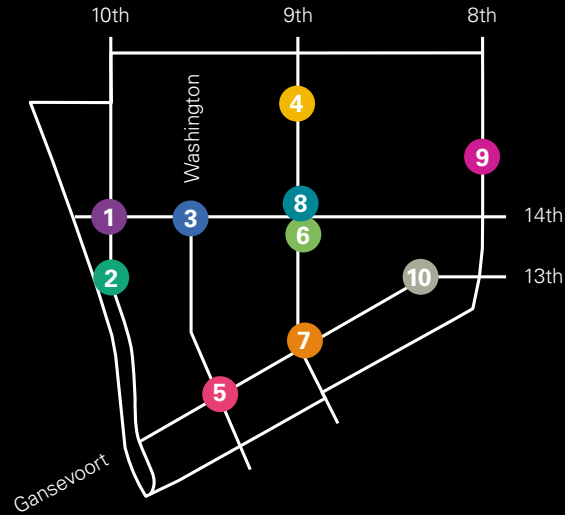
## Monthly Total Count by Sensor



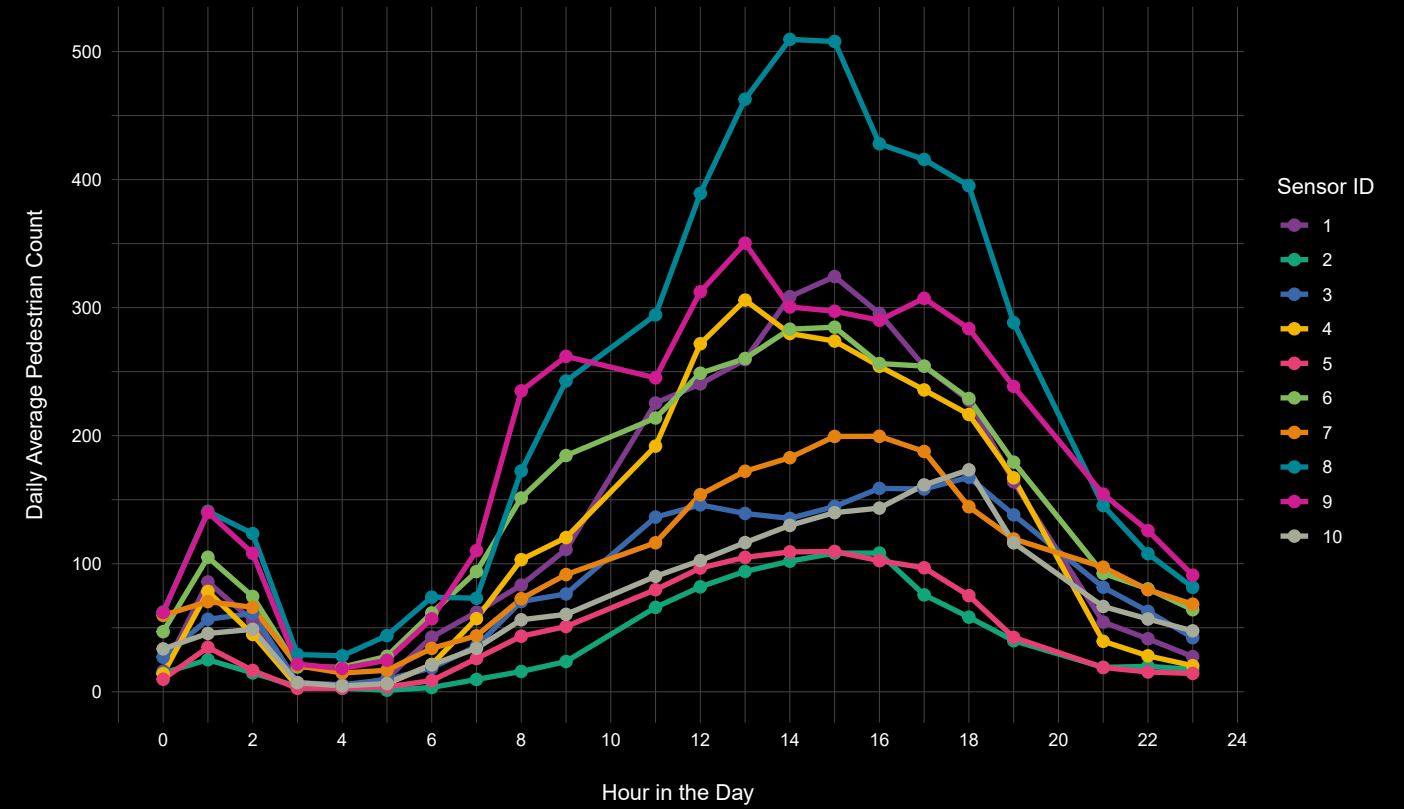
# Pedestrian Flows

**The district's heaviest daily pedestrian footfall occurs during the early afternoon hours.**

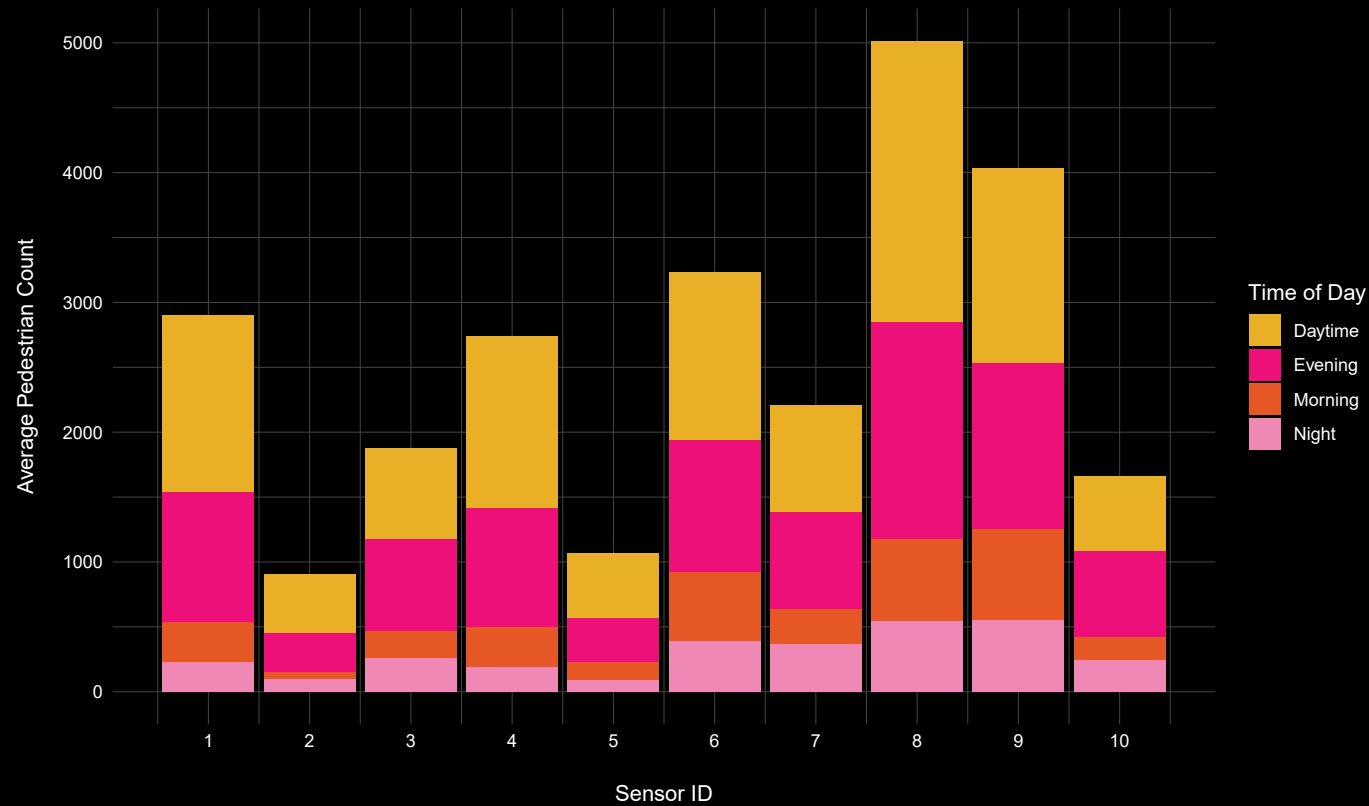
Sensors along Eighth and Ninth Avenues consistently outpace foot traffic found in other parts of the district, including those in the Western Gateway.



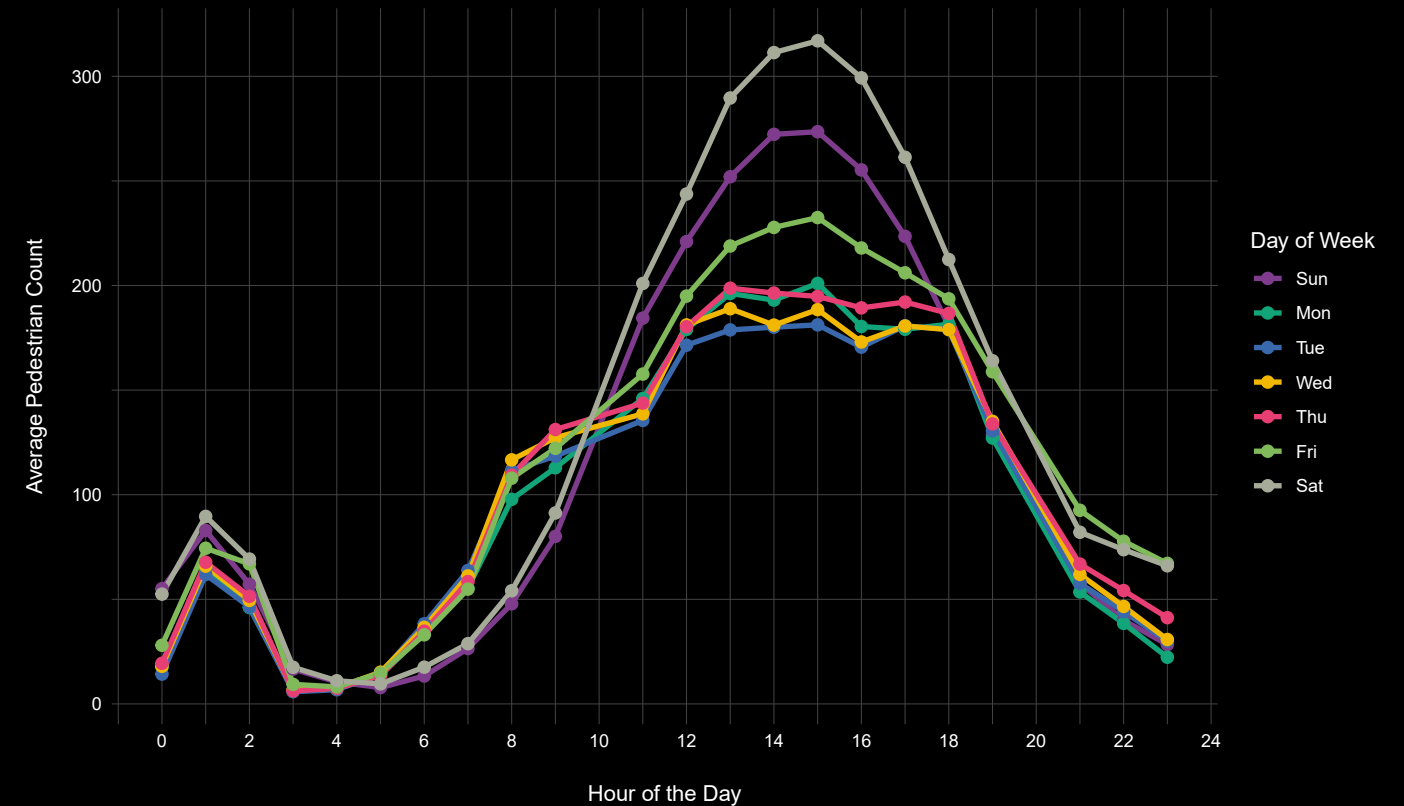
**Average Hourly Count by Sensor**



**Average Daily Count by Sensor and Time of Day**



**Average Hourly Count by Day of Week**





# Key Study Area Land Ownership

As the BID works to improve streets and public spaces in the Western Gateway we will work closely with the businesses, government entities, and developers who have permanent stakes in the area. This mix includes long-standing businesses like the area's meatpackers, developers with significant stakes in the study zone like Taconic Partners and TF Cornerstone, and Google, which continues to invest in their facilities and employees in the area.

With these partners we are working to assess the current challenges in the study zone, opportunities for improvement, and anticipated needs for their continued growth. Working together, we will arrive at a set of solutions that will support their path forward while balancing public needs and high-quality design.



- |  |   |  |
|--|---|--|
|  The Whitney                          |  Google                  |  Duanco Inc (Liberty Inn) |
|  NYC Economic Development Corporation |  Taconic Partners        |  TF Cornerstone           |
|  The Standard                         |  NYCHA                   |  NYS DOT                  |
|  Highline Stages                      |  85 Tenth Ave Associates |  40-56 Tenth Owner LLC    |



# Modes, Times, and Purposes

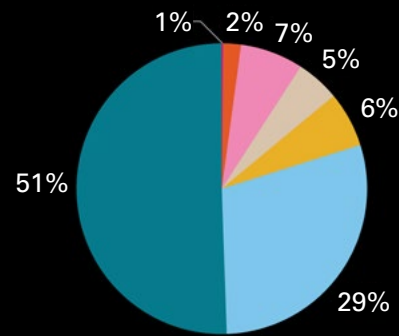
**On weekends, 69% of visitors come to eat, shop, socialize, and recreate.**

Travel patterns in the district support the MDMA's time of day management strategies, concentrating logistic traffic in the early morning, while opening streets to people during the day and evening hours.

## Travel Mode to District

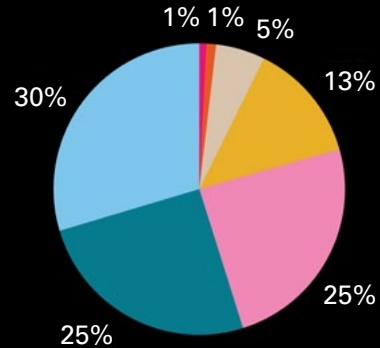
### Weekday

58,000  
Daily person trips



### Saturday

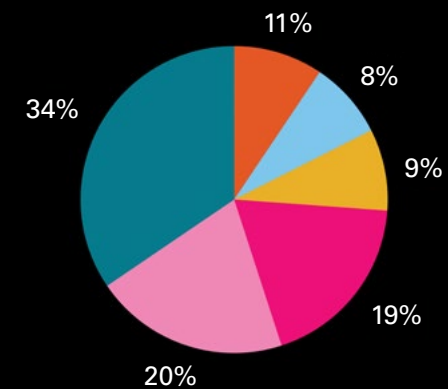
43,000  
Daily person trips



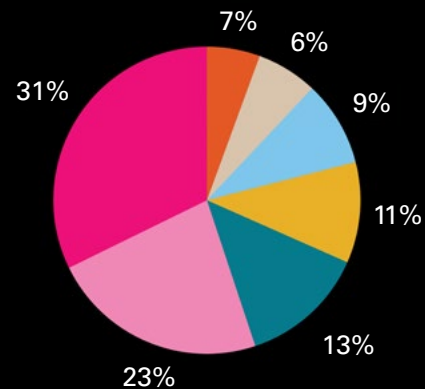
- Walking
- Biking
- Public Transit
- Unknown
- Taxi/TNC
- Driving
- Commercial Vehicle (Freight)

## Trip Purpose

### Weekday



### Saturday



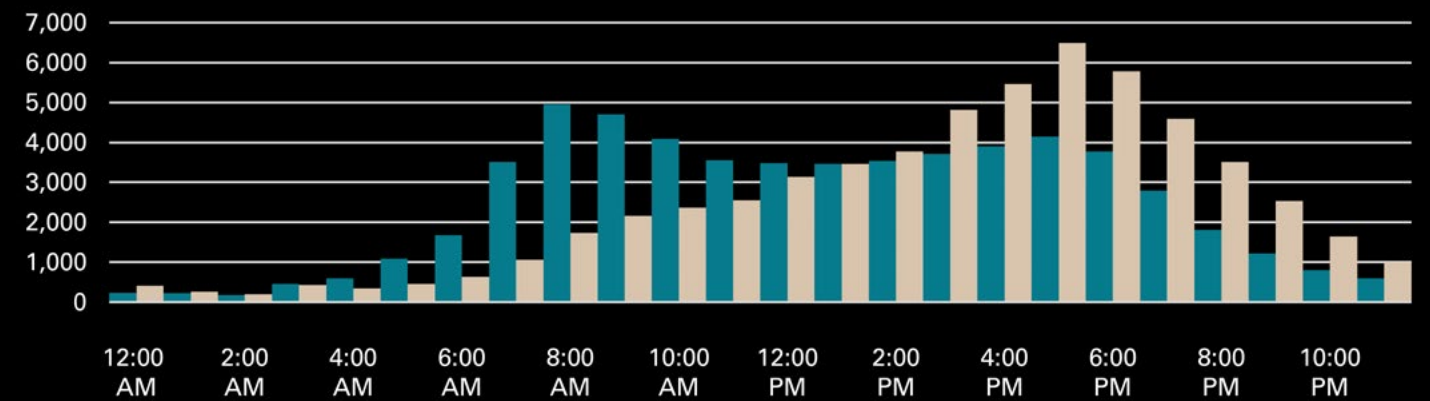
- Work
- Home
- Social
- Recreation
- Shop
- Eat
- Commercial (Freight), School, Lodging, Errands, Other

Data shown for Meatpacking Business Improvement District  
Source: Replica Fall 2019 datasets

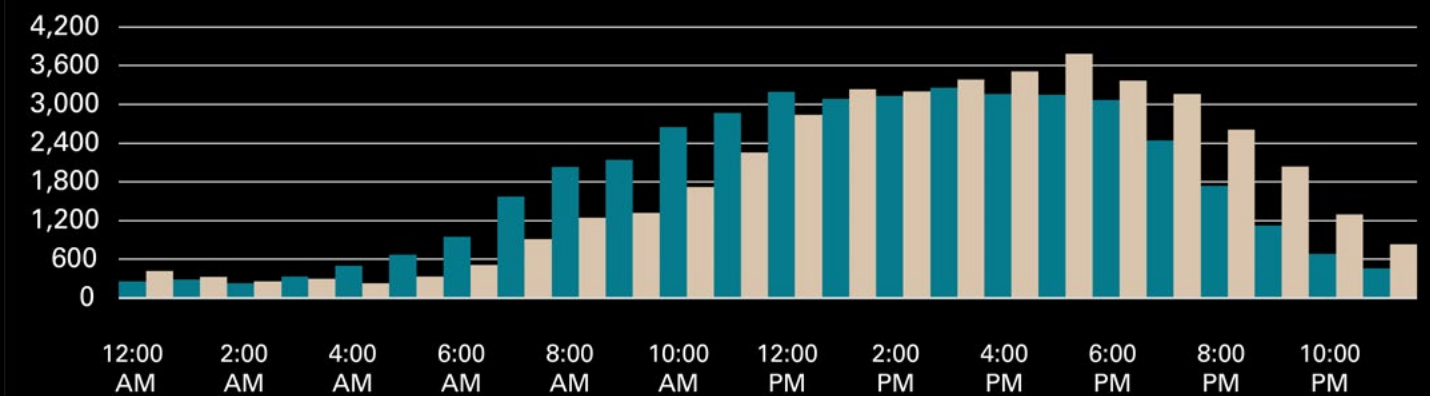
## Average Hourly Person Trips

■ Arrivals ■ Departures

### Weekday

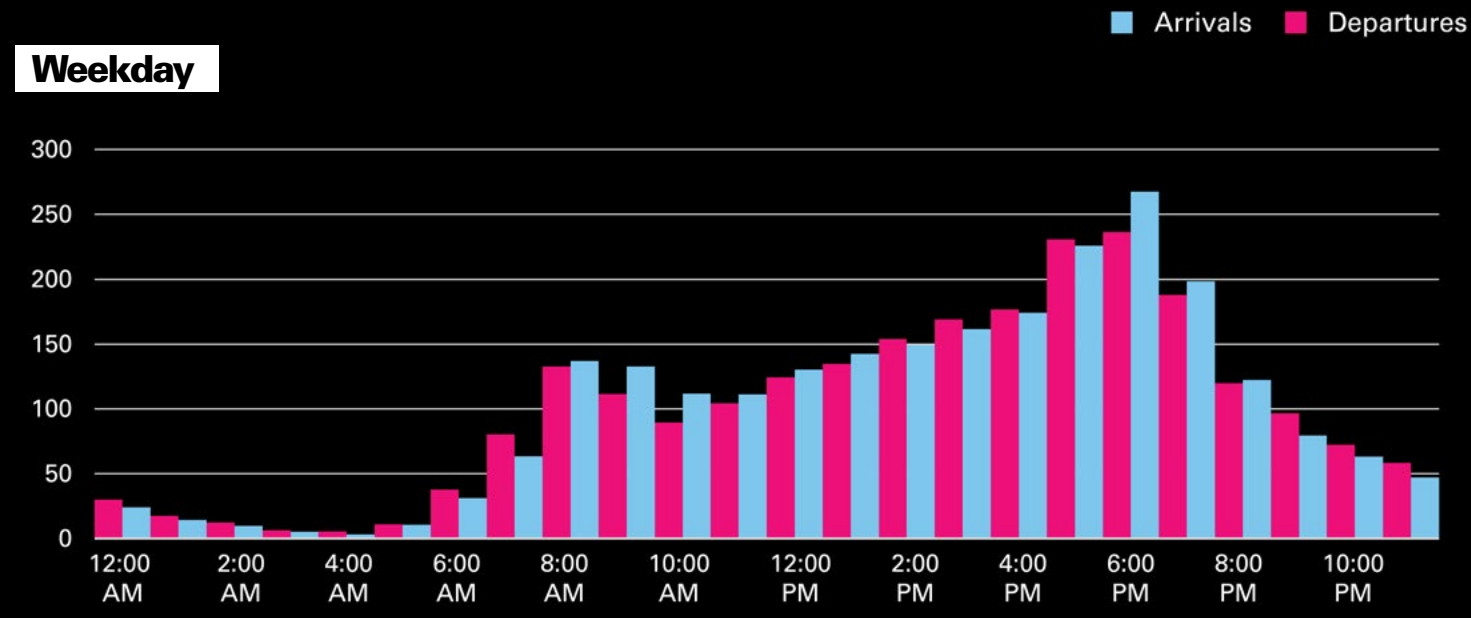


### Saturday

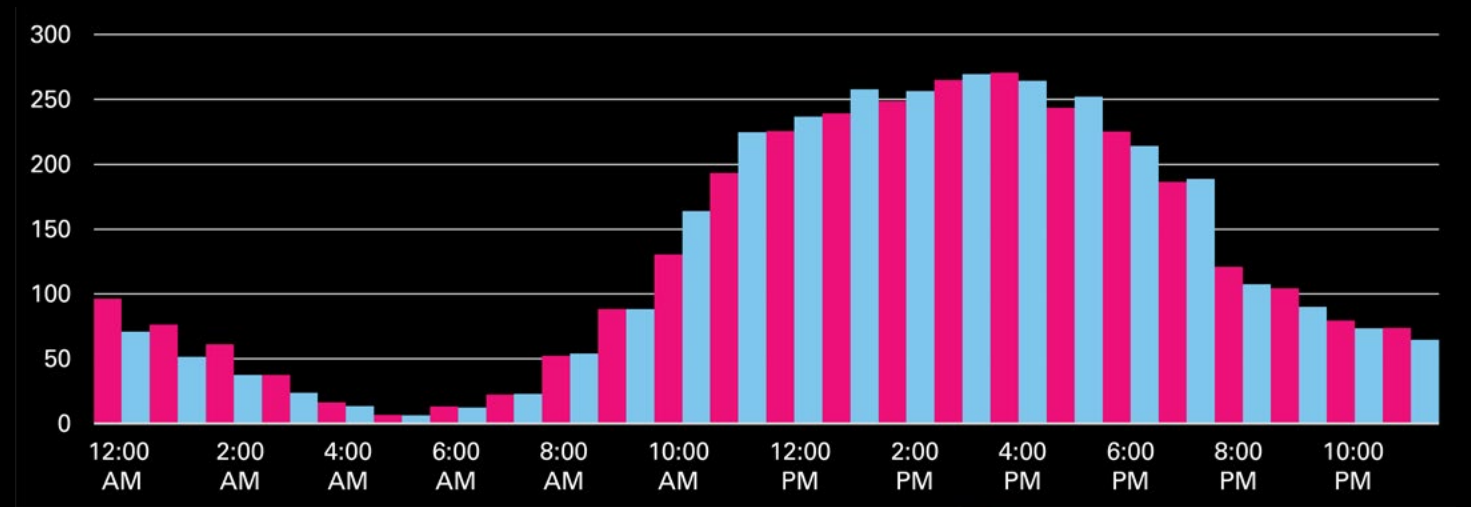


# Modes, Times, and Purposes

Average Hourly Citi Bike Trips

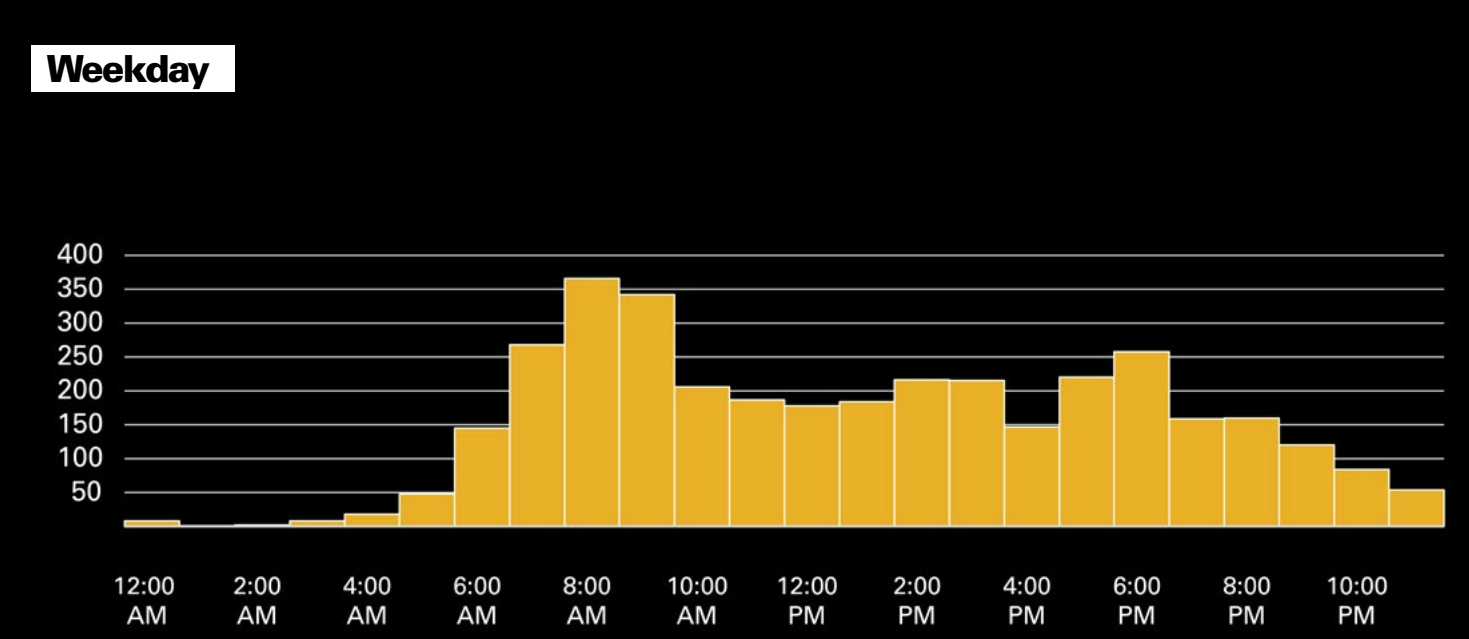


Weekend

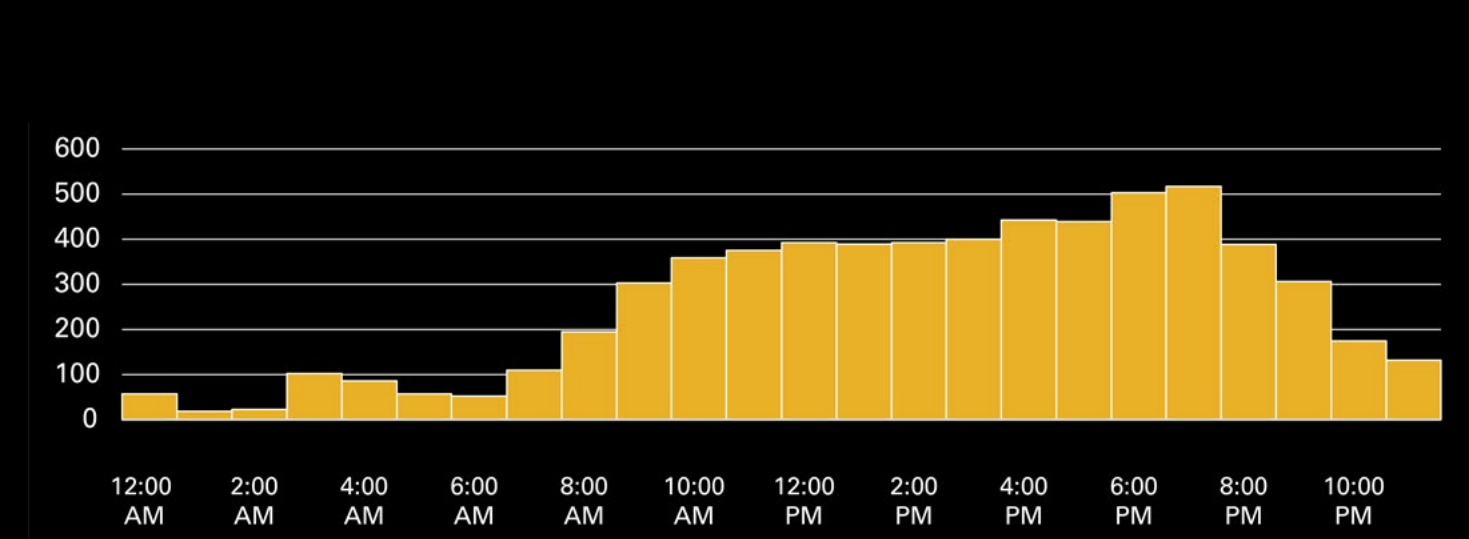


Data shown for Meatpacking Business Improvement District  
Source: Citi Bike counts September 2021, Replica Fall 2019 datasets

Average Hourly Taxi/TNC Arrivals



Weekend



# Open Spaces and Gathering Places

**New and soon-to-open riverfront parks and public venues have transformed the district's role as a gateway to the water and are amplified by MDMA's strategic interventions within the district that have created new places to gather, socialize, dine, and celebrate.**

Although NYCDOT's Open Streets program has significantly increased the district's pedestrian-accessible spaces, the area fronting West Street has not benefited from the same treatments.

Tenth Avenue and its off-streets remain unwelcoming and uncomfortable interstitial spaces forming a barrier between the district's lively streets and plazas, and the growing activity along the water.

Little Island / Opened 2021



Gansevoort Peninsula / Open 2023



Pier 57 Food Hall / Open 2022



**Open Streets increase the BID's gathering places by 25%**

**174,000 square feet**  
of parks and open spaces in the BID

**58,000 square feet**  
of Open Streets

- Street Trees
- Open Streets
- Green Spaces
- Plazas
- Parks
- Waterfront Parks and Public Venues



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