



# Broadway Pilot Program Improving Traffic Flow & Safety in the Heart of Midtown

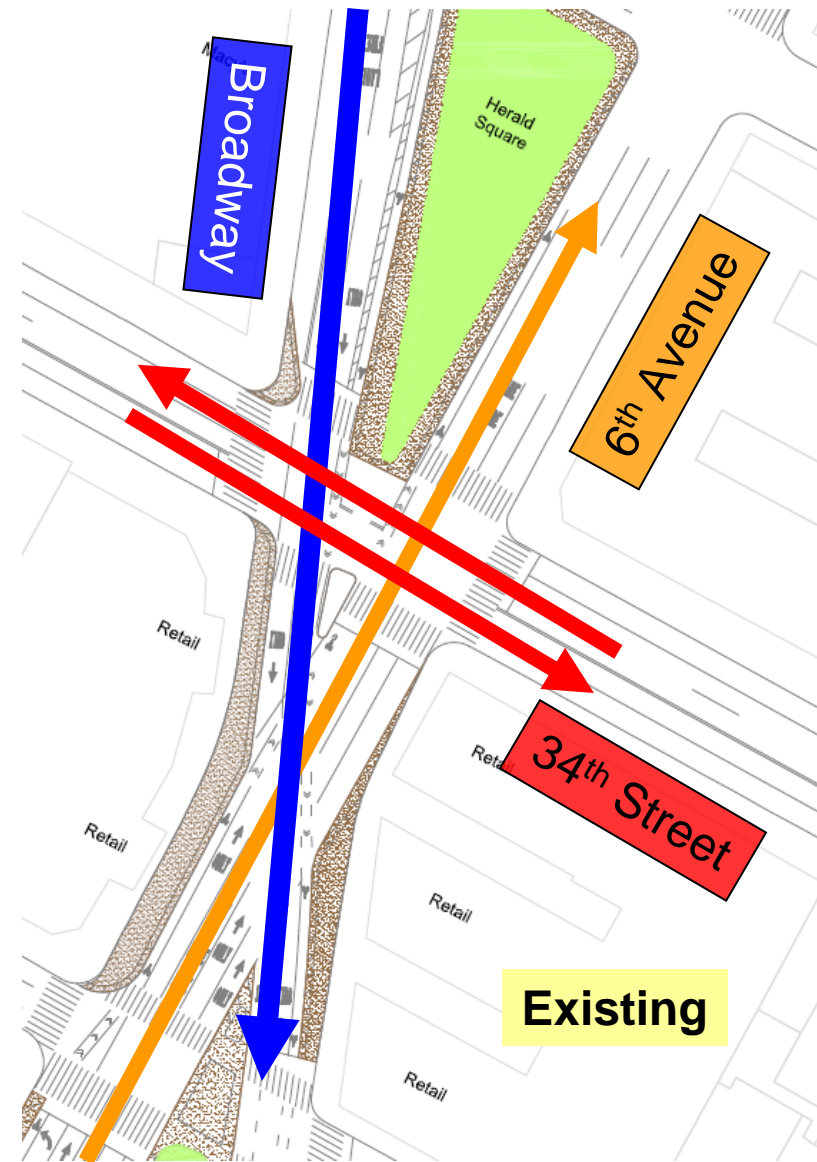
February 2009

# Broadway Disrupts the Street Grid, Creates Complicated Intersections



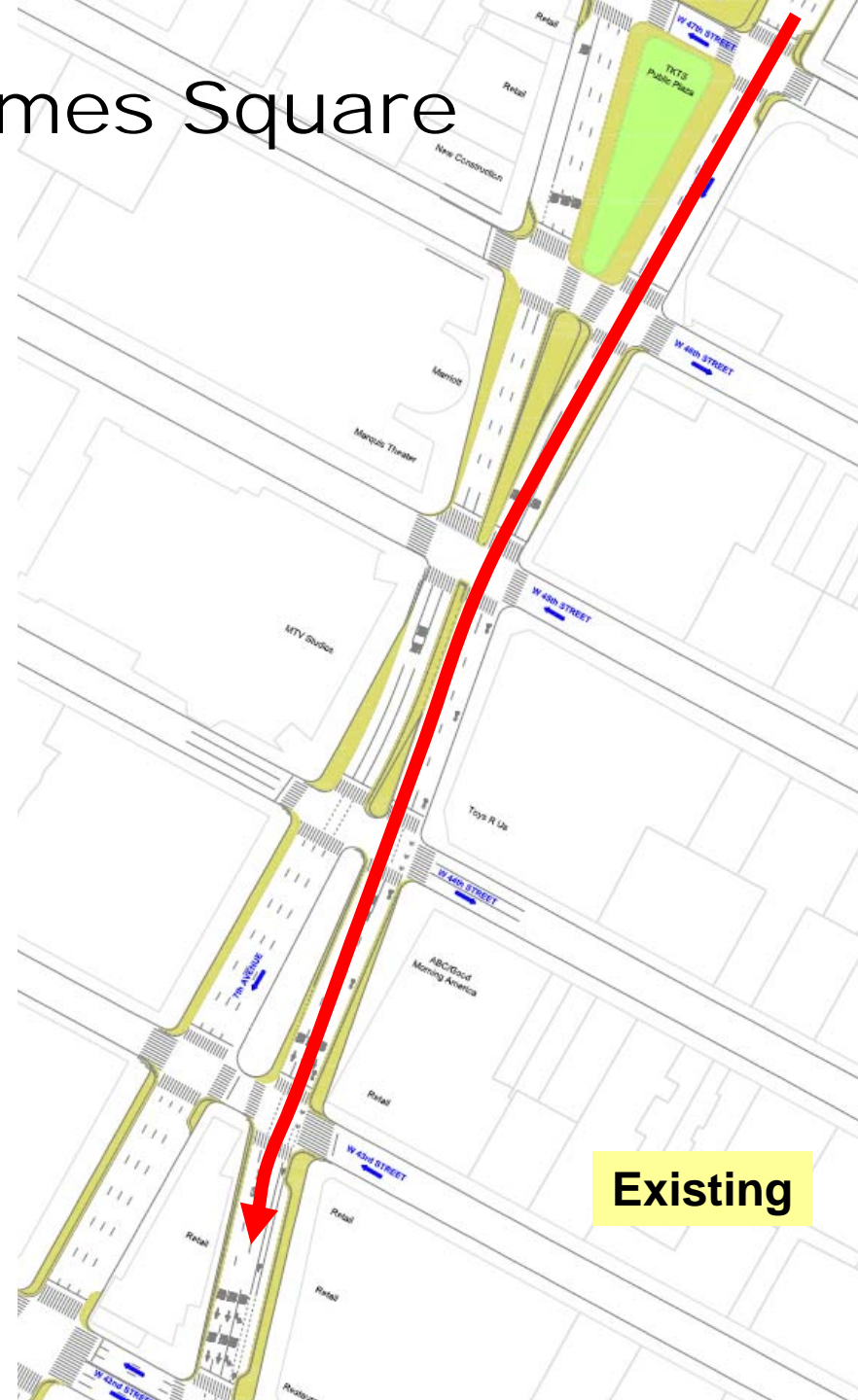
# Broadway at Herald Square

- Broadway competes for green signal time with 6<sup>th</sup> Avenue & 34<sup>th</sup> Street
- This creates significant delays on 6<sup>th</sup> Avenue & 34<sup>th</sup> Street



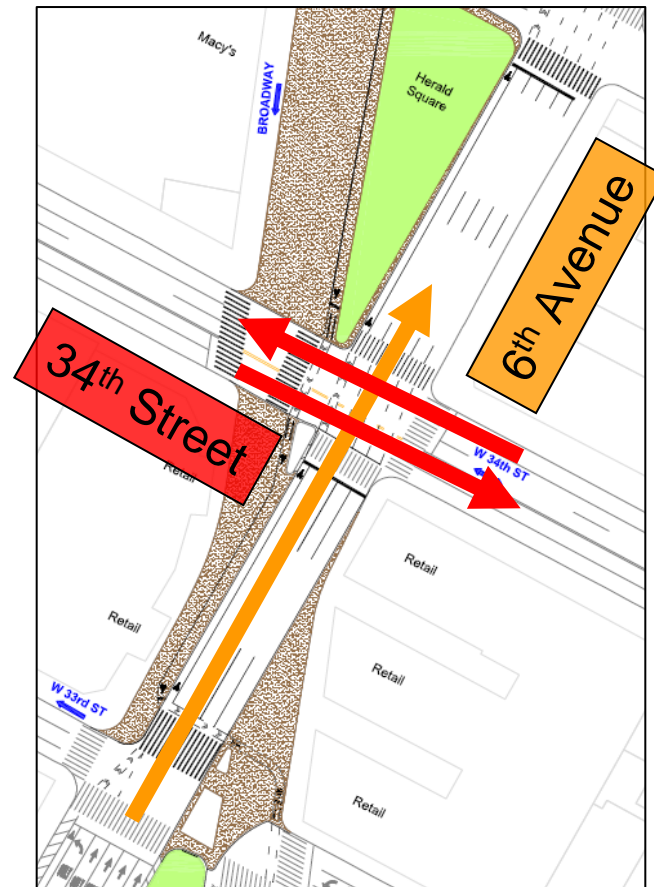
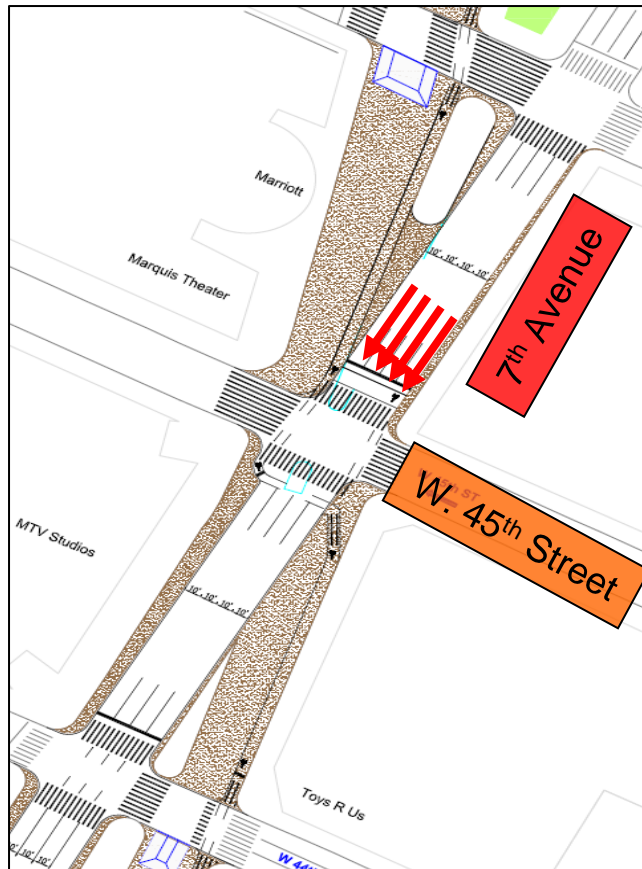
# Broadway at Times Square

- Broadway created a complicated intersection with 7<sup>th</sup> Avenue
- Wide crossings require long red lights while pedestrians clear intersections, causing traffic delay



# Making Traffic Work in Midtown

Targeted traffic improvements will maximize throughput and reduce congestion on the avenues

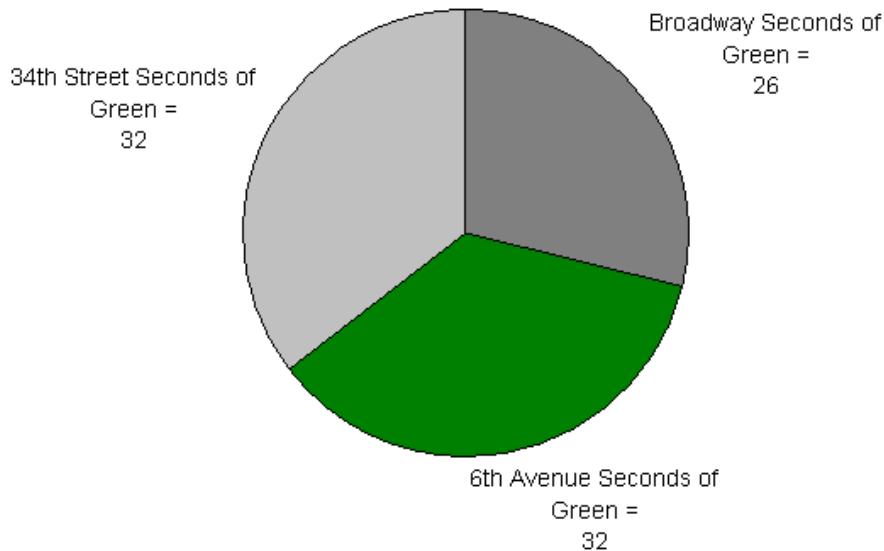


# Making Traffic Work in Midtown

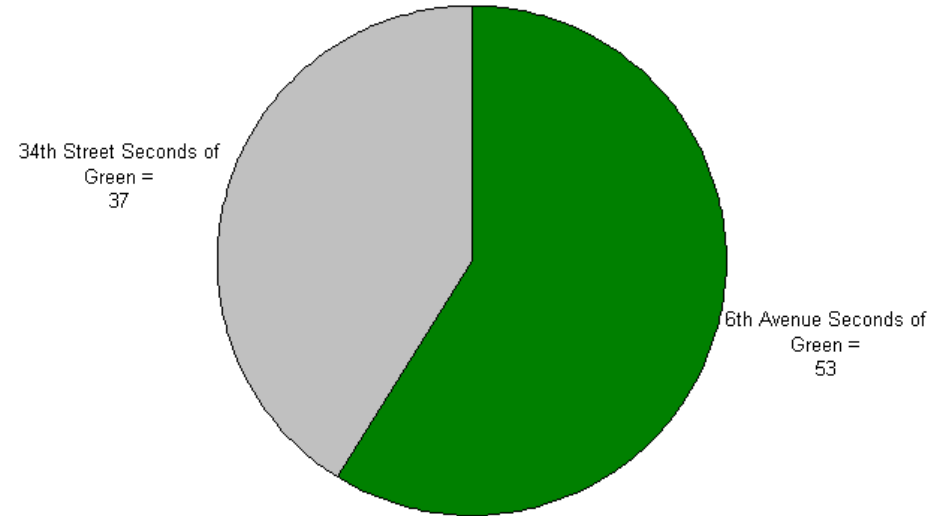
## Broadway at Herald Square

### Green Signal Time Allocation

Today



Broadway Pilot



Traffic modifications give drivers up to 66% increase in green lights, faster travel times

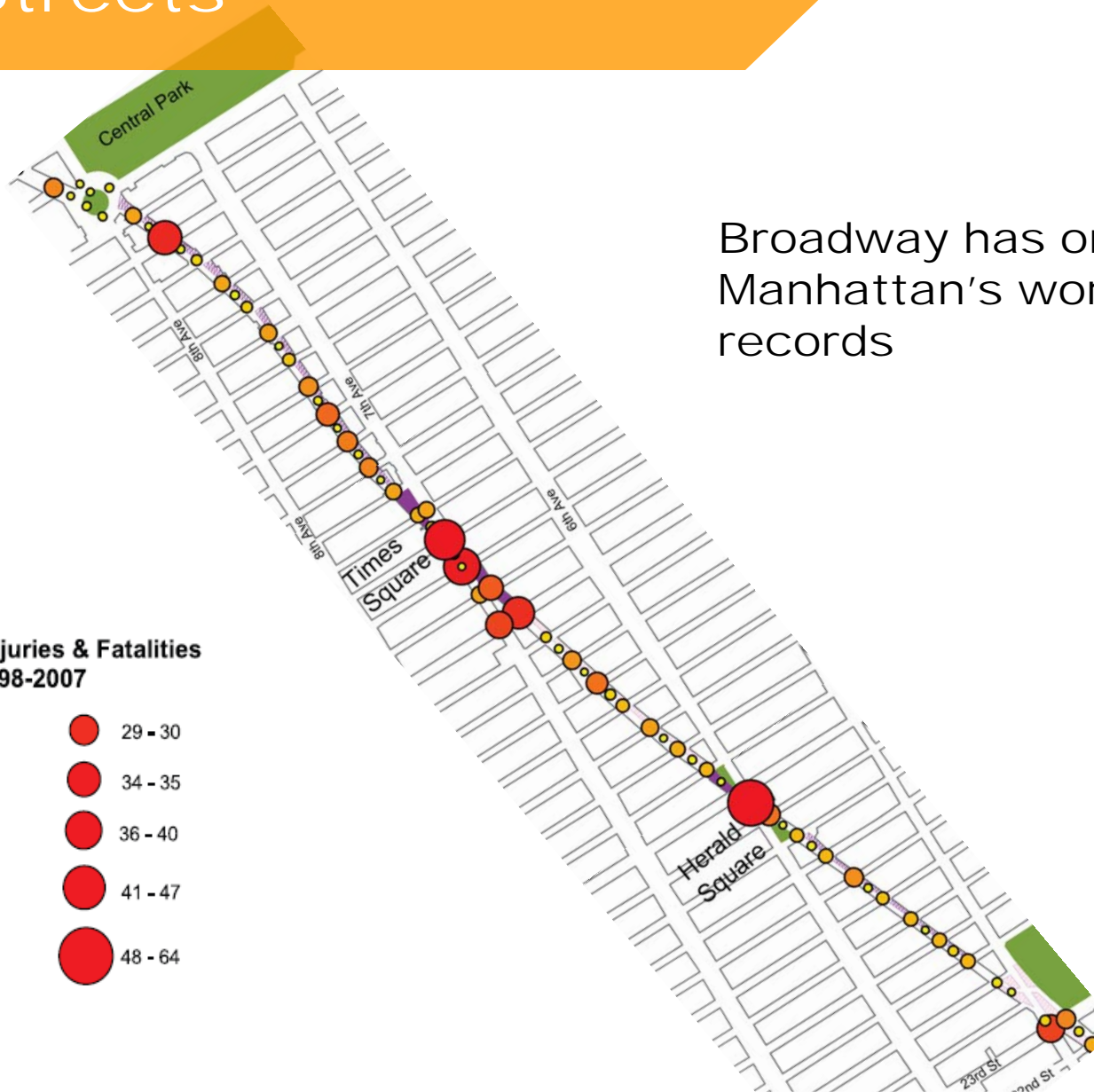
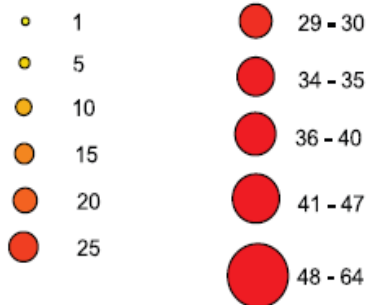
# Making Traffic Work in Midtown

- Bus travel times improve for the over 75,000 daily passengers on local routes
- Subway riders get more space near two of the city's busiest stations, which serve 300,000 passengers daily.



# Additional Benefits: Safer Streets

**Pedestrian Injuries & Fatalities  
1998-2007**



Broadway has one of  
Manhattan's worst safety  
records



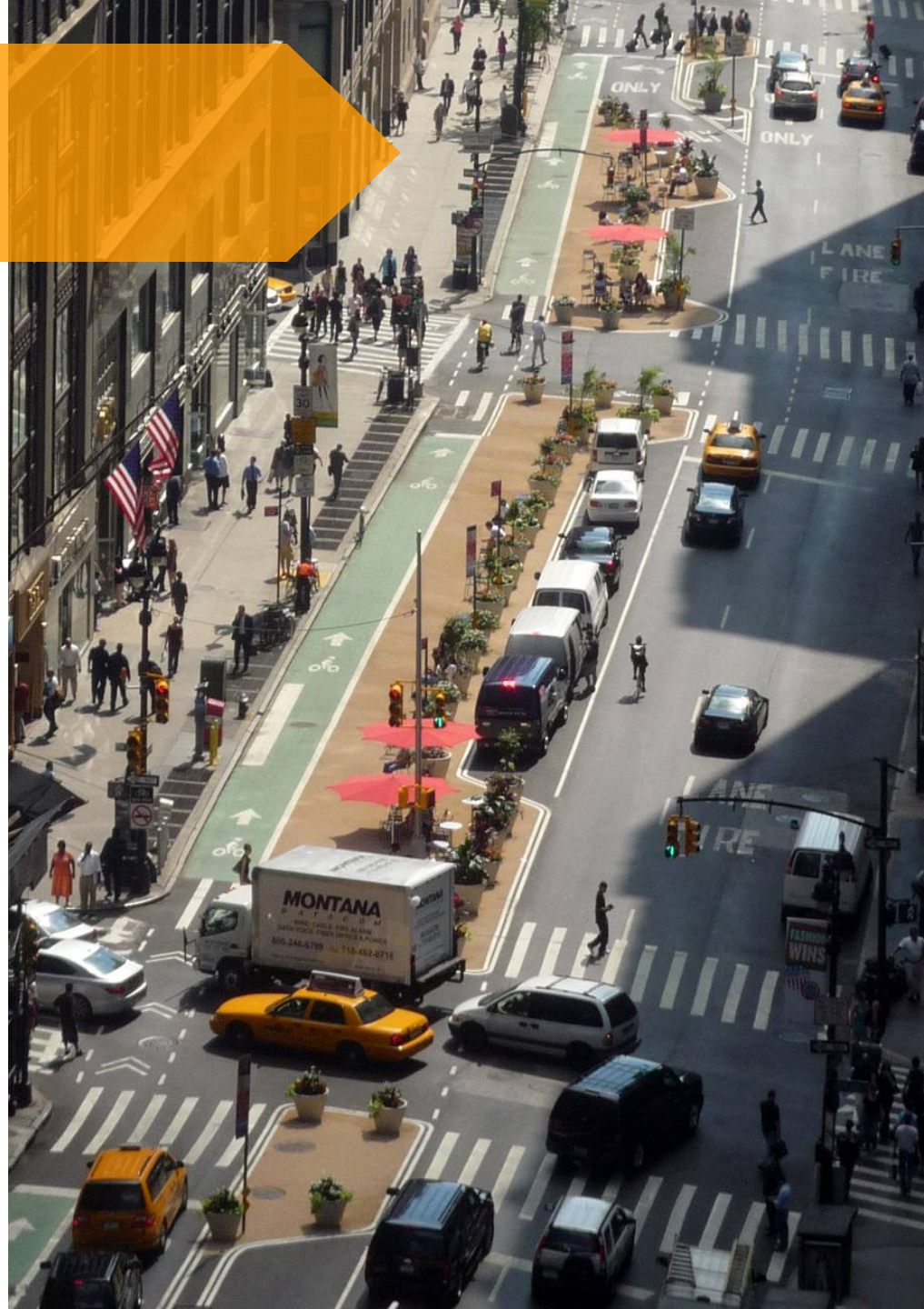
## Additional Benefits: Safer Streets

- Targeted improvements to Times and Herald Squares will reduce accidents and expand space for people
- Over 356,000 walk through Times Square daily.
- Though there are 4.5 times as many people as vehicles, only 11% of the space is currently allocated for pedestrians.



## Additional Benefits: Safer Streets

- Broadway at Times Square averages 137% more pedestrian crashes than at other avenues in the area
- After DOT made improvements to Broadway from 42<sup>nd</sup> – 35<sup>th</sup> Street in 2008, traffic-related injuries fell by 50%



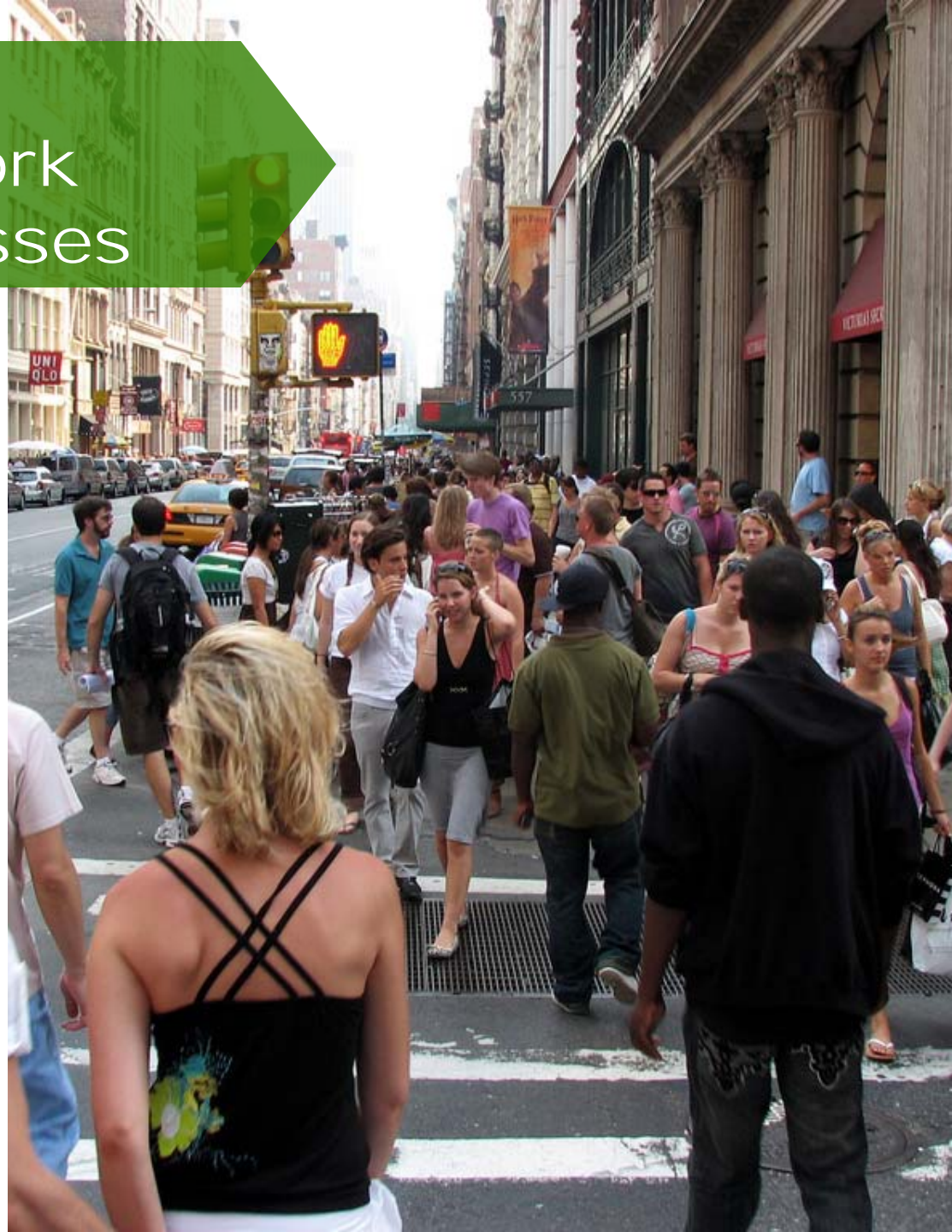
Additional Benefits:  
Broadway will work  
better for businesses

Project will help economically  
underperforming areas of Broadway

- Broadway office rental market lags 25% behind other prime midtown corridors
  - 6th Ave (59-42nd Street) - \$80 / sq ft
  - Park Ave (61st-44th Street) - \$79 / sq ft
  - Broadway (59th-42nd Street) - \$59 / sq ft
- Times Square, Broadway's top Class A district lags behind other premier Class A office hubs
  - Rock Center - \$76 / sq ft
  - Times Square - \$65 / sq ft

# Additional Benefits: Broadway will work better for businesses

- Studies show increased foot traffic improves retail sales and rents
- Former bus stops available for new loading zones
- City team to work with businesses to quickly address any other concerns



Additional Benefits:

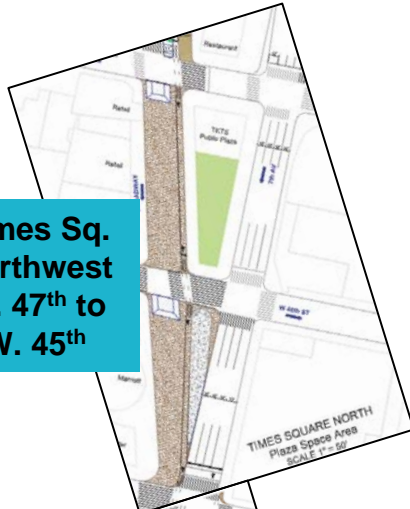
Broadway will maintain or improve emergency response times

- Traffic makes it nearly impossible for emergency vehicles to get through Times and Herald Squares
- A fire lane, will be maintained at all times down Broadway

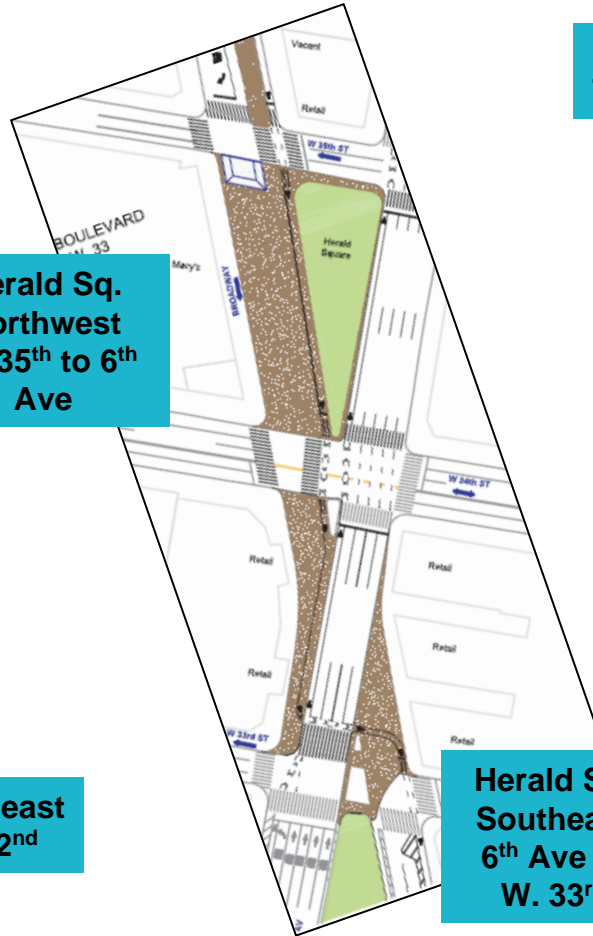


# Additional Benefits: Broadway will increase green space in midtown

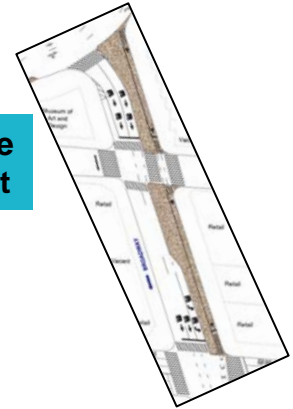
**Times Sq.  
Northwest  
W. 47<sup>th</sup>  
to  
W. 45<sup>th</sup>**



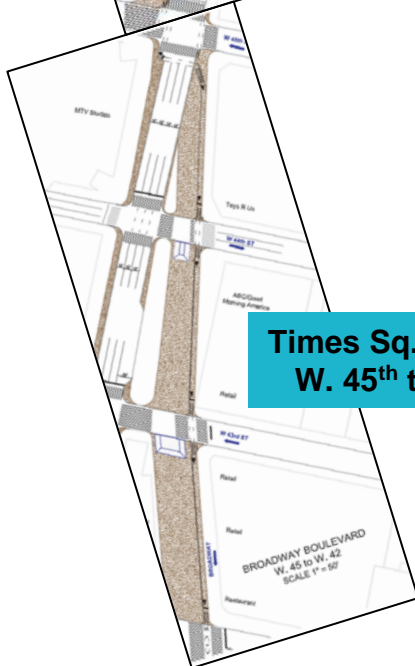
**Herald Sq.  
Northwest  
W. 35<sup>th</sup> to 6<sup>th</sup>  
Ave**



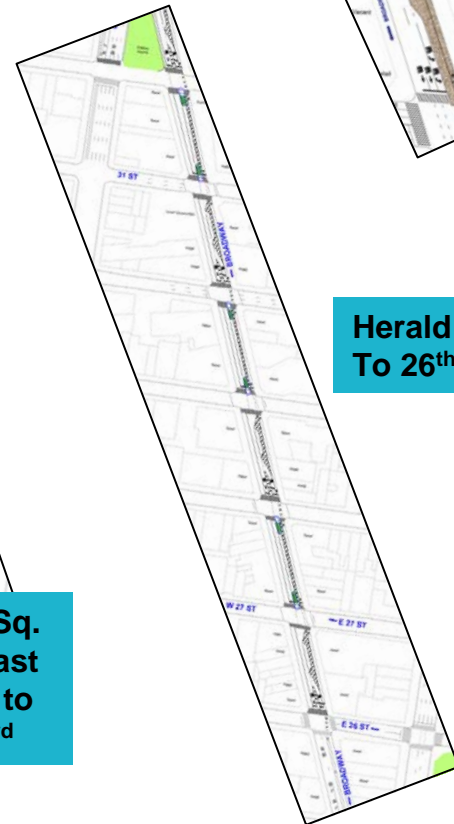
**Columbus Circle  
To W. 57<sup>th</sup> Street**



**Times Sq. Southeast  
W. 45<sup>th</sup> to W. 42<sup>nd</sup>**



**Herald Sq.  
Southeast  
6<sup>th</sup> Ave to  
W. 33<sup>rd</sup>**



**Herald Square  
To 26<sup>th</sup> Street**

- Over 3 acres of new open space
- Greenery added at 24 locations

Additional Benefits:

Broadway will attract and retain Times Square tourists and employees

- Visitors and employees surveyed by the Times Square Alliance all want improved streetscapes, traffic restrictions and wider sidewalks for more room to move
- Nearly 75% of international visitors walk or take transit to Broadway shows



# New projects have proven popular



- Business Improvement Districts help Madison Square and Broadway upgrades
- BID survey shows over 84% of people in the Flatiron District enjoy the 2008 improvements shown



# Broadway Pilot Improvements will be built quickly, efficiently and inexpensively

- DOT will use in-house staff and resources to deliver the project this year
- Estimated cost \$1.5 million



# NYCDOT Proven Track Record

## *THRU* Streets

- Program to prohibit turns off of designated Midtown streets generally between 3<sup>rd</sup> and 6<sup>th</sup> Avenues
- Reduced cross-town travel times by 25%

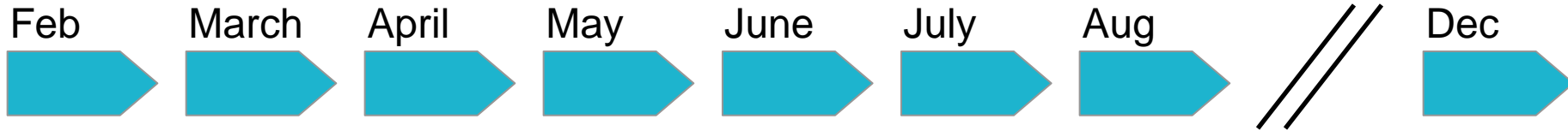
## Park Avenue Tunnel

- Program to increase pedestrian safety by closing the southbound tunnel between East 40<sup>th</sup> and East 33<sup>rd</sup> Streets
- As predicted, travel times on local southbound Park Avenue between East 49<sup>th</sup> and 31<sup>st</sup> Streets increased by only 1 minute in the AM peak, and 2 to 3 minutes in the PM peak
- Illegal pedestrian crossings decreased significantly at Park Avenue/33<sup>rd</sup> Street
- Citywide pedestrian accident ranking decreased from **No. 1** in 2000 to **No. 17** in 2007 from as a result of DOT efforts

## Broadway - 42<sup>nd</sup> to 35<sup>th</sup> Street, 2008

- Injuries to street users down 50% year-to-date
- Similar redesign of 9<sup>th</sup> Avenue reduced injuries by 56% after 1 year

# Project Timeline



Public outreach

Preliminary roadway improvements

Preliminary narrowing of Broadway

Targeted traffic changes at Times and Herald Squares begin Memorial Day Weekend

- 7th Avenue reconnected
- 6th Avenue at 34th Street simplified
- Broadway closed at Times & Herald squares

Implementation of markings, pedestrian refuge islands, new signals and public space amenities

Ongoing monitoring and evaluation of pilot

# Monitoring and Evaluation

## Traffic Monitoring & Analysis Plan

- Effects of changes to be robustly evaluated
- Monitoring will allow for rapid operational adjustments

## Data Collection Periods

- Days 1-5
- Week 2
- Week 3
- July, September & November
- *Final Report – End of 2009*

## Evaluation Elements

- Daily & Hourly Traffic Volumes
- Travel Time Runs
- Origin & Destination Study
- Vehicle Classifications
- Access Study
- Pedestrian Study

