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 6th Avenue & 34th Street

• This creates significant delays on 6th Avenue & 34th Street
Broadway at Times Square

- Broadway created a complicated intersection with 7th Avenue

- Wide crossings require long red lights while pedestrians clear intersections, causing traffic delay
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

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

Broadway has one of Manhattan’s worst safety records

**Pedestrian Injuries & Fatalities 1998-2007**

- 1: 29 - 30
- 5: 34 - 35
- 10: 36 - 40
- 15: 41 - 47
- 20: 48 - 64
- 25: 65 - 82
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.
• Broadway at Times Square averages 137% more pedestrian crashes than at other avenues in the area

• After DOT made improvements to Broadway from 42nd – 35th Street in 2008, traffic-related injuries fell by 50%
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
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- 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

- 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 3rd and 6th Avenues
- Reduced cross-town travel times by 25%

**Park Avenue Tunnel**
- Program to increase pedestrian safety by closing the southbound tunnel between East 40th and East 33rd Streets
- As predicted, travel times on local southbound Park Avenue between East 49th and 31st 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/33rd Street
- Citywide pedestrian accident ranking decreased from No.1 in 2000 to No. 17 in 2007 from as a result of DOT efforts

**Broadway - 42nd to 35th Street, 2008**
- Injuries to street users down 50% year-to-date
- Similar redesign of 9th Avenue reduced injuries by 56% after 1 year
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