

June 2012

**ATLANTIC YARDS TRAFFIC DEMAND MANAGEMENT PLAN  
RESPONSES TO MAY 22, 2012 PUBLIC MEETING**

**TRAFFIC MITIGATION MEASURES**

**1. What is being done to increase traffic capacity on Flatbush, Atlantic, & Vanderbilt?**

In a dense urban environment such as the one surrounding Barclays Center, there is limited ability to add traffic capacity through roadway expansion. The Atlantic Yards FEIS evaluated expected impacts of the project-generated traffic and developed mitigation strategies to address these impacts to the extent practicable. The mitigation measures implemented in July 2011 by FCRC with DOT's approval, including the conversion of 4th Avenue between Atlantic Avenue and Flatbush Avenue from two-way to one-way southbound, has helped ease traffic congestion on Flatbush Avenue and Atlantic Avenue. DOT, with the support of Prospect Heights Neighborhood Development Council and CB8, implemented measures on Vanderbilt Avenue to achieve traffic calming goals and enhance pedestrian safety several years ago.

**2. How will the roadblocks (where you're stopping the cars heading to the Arena) impact existing traffic? What is the estimated time spent in traffic due to this?**

NYCDOT does not implement roadblocks.

**3. From Classon Ave resident: Will a traffic agent or signage be positioned at the intersection of Atlantic & Classon to prevent a left turn on to Classon Ave?**

Left turns from Atlantic Avenue eastbound to Classon Avenue northbound are legal and DOT has no plans to prohibit them. As part of the Barclays Arena pre- and post-Opening traffic study, this intersection and the impacts of Arena-generated traffic on it will be studied.

**4. What happens if a driver on the BQE gets a flat tire or other break-down?**

The arena will operate in close coordination with the Police Department and other relevant public agencies before, during and after arena events to coordinate traffic and transportation services. This will include the MTA and NYCDOT. Should any incidents occur on the roadway or transportation system during an event, relevant public agencies will address them. They would also share that information with the arena operation team, who can notify fans of any disruptions before they leave the arena, if appropriate.

**PARKING**

**5. Why have on-site parking at all?**

The FEIS contemplated that on-site parking would be provided to accommodate arena-generated vehicles. For the arena opening condition 1,100 spaces were to be located on site. In 2011 Forest City (FCRC) retained Sam Schwartz Engineering (SSE) to study and assess the potential to reduce the number of on-site parking spaces for the arena opening condition. In 2012, FCRC and SSE provided to ESD a memorandum (Barclays Center On-Site Parking Reduction Memorandum) containing an analysis of the

effects of reducing the number of spaces for arena patrons from 1,100 to 541. This memo is available for public comment on ESD's website.

It is expected that this substantial reduction in the number of on-site parking spaces would act as a disincentive to driving. There will, however, always be a certain number of patrons who insist on driving to the venue. To accommodate a certain number of these vehicles, a limited amount of parking spaces (541) will be provided at the arena for fans.

**6. Why weren't changes to the parking configuration analyzed as part of the SEIS?**

Proposed changes to the amount of onsite parking available for the arena opening condition were analyzed in the Barclays Center On-Site Parking Reduction Memorandum that is posted on ESD's website. ESD is in the process of considering FCRC's proposal to reduce the amount of parking on Block 1129, as well as the design proposed for the reduced capacity lot on that parcel. In considering these proposals, ESD is taking their potential environmental impacts into account, and will determine whether a supplemental environmental review is necessary.

**7. Where will tour bus parking be?**

Charter buses can park in the Block 1129 lot or in other private parking facilities as they arrange. The arena loading dock is equipped with eight loading berths for large trucks, so there is ample off street space available for arena event related large vehicles.

**INCENTIVES TO REDUCE DRIVING**

**8. How can you claim the reduction of parking is an effective disincentive when you also acknowledge that there is sufficient off-street parking within walking distance?**

Providing fewer parking spaces in an area with robust transit service is clearly a disincentive to driving. Understanding that there is little parking at the arena and that transit is convenient and easy is likely to shift many drivers to transit. There are, however, many parking facilities within a half-mile radius (not controlled by the arena) that do have, in total, enough spaces to accommodate the maximum expected demand. These spaces are available to arena patrons if they are needed but would not detract from the powerful disincentive that reducing on-site parking by half will provide.

**9. Have any new measures been substituted for the TDM measures eliminated or reduced with the plan? (fewer HOV spaces, no free transit fare for Nets fans, no remote lots/shuttle service from Staten Island)**

Under FCRC's proposal, some of the TDM items listed in the FEIS would be implemented; some measures would be modified and some are not included in the proposed Arena opening TDM plan. A memorandum (Proposed Transportation Demand Management Plan for Barclays Center) prepared by SSE on behalf of FCRC and Brooklyn Events Center (BEC), describes all the TDM measures, how they work and why they are or are not proposed to be in the initial arena opening TDM plan. This memorandum was provided to ESD as a detailed explanation of the reasoning behind each of the measures in the proposed TDM arena opening plan. It is available for public comment on ESD's website. From arena opening, the operations of the transportation system around the arena will be monitored by relevant public agencies and the arena team and adjustments will be made, as needed. There will also

be a formal assessment of arena modal splits and the overall TDM program in early 2013 after arena operations have normalized. This assessment and any recommended changes to the TDM will be shared with the appropriate agencies and the public.

**10. What will be done with the money saved by not providing free round trip subway fare to Nets tickets holders?**

BEC and FCRC are responsible for the costs of all the TDM measures within their control, including the extensive mass transit marketing campaign which is a key TDM measure that was not listed in the FEIS.

**TRANSIT (BUS & SUBWAY)**

**11. Please name the locations where the MTA will stage buses in the neighborhood.**

NYCT has initially asked to be able to stage one bus at each of the following locations: east side of 4th Avenue between Pacific Street & Atlantic Avenue; east side of 4th Avenue between Dean Street and Pacific Street; south side of Schermerhorn Street between Nevins Street and 3rd Avenue; north side of Bergen Street between Underhill Avenue and Washington Avenue. These locations were selected so that the staged buses would be in a position to quickly be put into service on any of the bus routes near the arena, should the need arise. Curb space where the buses would be staged would be reserved at event times only through temporary, paper signage and coordinated with NYCDOT.

**12. Will Barclays help improve cleanliness and quality of subway stations?**

BEC is responsible for the maintenance of the new subway entrance to the Atlantic Ave/Barclays Center station including everything that is above grade and including the areas below grade up to the fare control line inside the station.

**PEDESTRIANS AND BICYLCES**

**13. How can you possibly not consider foot traffic?**

The FEIS did consider pedestrian activity and traffic. Several measures have been/will be implemented to facilitate pedestrian movements in the area. These include items such as widened sidewalks and shortened pedestrian crossings on Fourth Avenue between Atlantic and Flatbush Avenues; a new signaled intersection with crosswalk across Flatbush Avenue at Pacific Street; shorter crossings created by neck downs along Flatbush Avenue at Dean and Pacific Streets and on Fourth Avenue at Atlantic Avenue; pedestrian refuge medians along Atlantic Avenue at several intersections; crosswalk widening and installation of high visibility crosswalks at several intersections; and signal timing and phasing changes to facilitate pedestrian crossings at various locations. In addition, Pedestrian Traffic Managers will be posted at certain intersections at/near the arena to facilitate pedestrian crossings and signage will be installed around the arena block to direct patrons between the arena and area transit stations/parking facilities.

**14. Will there be security at the bike parking facility for every event?**

Security at the bike parking lot will be provided for all Nets games and other large events and, as needed.

## MISCELLANEOUS

### **15. Why is everything about the Nets - it is less than 25% of use?**

The FEIS identified Nets games, with 18,000 patrons, as the reasonable worst case scenario for traffic and transportation analysis. Professional basketball teams have recurring fan bases and a regular annual schedule; therefore Nets games will likely have repeat high attendance. While there are many other events in an arena during the year, most of those events are smaller and are not repetitive.

Most elements of the TDM program will apply to all events at the arena; however, certain measures (such as additional transit services and remote parking facilities) will not be implemented for small events (e.g., the circus) that only attract a few thousand patrons.