



Lowell D. Kern
Chair

Jesse Bodine
District Manager

CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD FOUR

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June 8, 2021

Ed Pincar
Manhattan Borough Commissioner
NYC Department of Transportation
59 Maiden Lane, 37th Fl.
New York, NY 10038

Re: 615 Tenth Avenue Parking Regulation

Dear Borough Commissioner Pincar,

Manhattan Community Board 4 (MCB4) at its June 2nd Full Board meeting voted by 45 in favor, 0 opposed, 1 abstaining, and 0 present but not eligible to support changing the parking regulation in front of the Target store located at 615 Tenth Avenue as requested by the property owner Xin and the newly opened retailer Target.

The new regulation would be for one-hour metered commercial loading and extend for 110-ft north from the northwest corner of West 44th Street and Tenth Avenue. The regulation should be for 24 hours a day, seven days a week. The existing regulations are “No Standing 4-7 PM except Sunday” and “No Parking Anytime.”

Target has agreed to schedule its daily deliveries so as not to conflict with the arrivals (7:30 AM to 9:00 AM) and departures (2:30 PM to 4:00 PM) of students of two schools on West 44th Street, P.S. 51 and the Beacon High School. Their deliveries will now occur at 10AM, 2PM, and 7:30PM.

Within six months we will coordinate with Target to review the hours of operations in relation to the school hours. Along with the new regulation, we are asking Target to protect with tree guards the newly planted trees adjacent to the delivery space. We are asking for extended hours as we want to encourage Target to schedule their deliveries at night in order to reduce congestion and conflicts. With the requested change, we will be better able to advocate for overnight deliveries.

Sincerely,



Lowell D. Kern
Chair
Manhattan Community Board 4



Christine Berthet
Co-chair
Transportation Planning Committee



Dale Corvino
Co-chair
Transportation Planning Committee

Enclosure

CC: Brian Cornell, CEO, Target
Jessica Stram, Target
Aaron Hemquist, Target
Paul Roberts, Xin Development



Target is thrilled to join the Hell's Kitchen community with our new store, now open at 615 10th Avenue. Our goal is always first and foremost to be a good neighbor, and so we're grateful to Manhattan Community Board 4 for the ongoing partnership and collaboration.

In response to the letter we received on March 23rd, Target met with members of the Community Board and outlined a plan of action. Below is a summary of that conversation.

Requests from the Community Board:

1. Delivery times will not conflict with the times when the children arrive (7:30 to 9:00 AM) and leave school (2:30 to 4:00 PM).
2. The trolleys and delivery equipment are not stored on the sidewalk at any time.
3. The creation of a delivery and loading safety plan which includes appointing a safety manager and training of staff responsible for deliveries.
4. The safety manager will conduct outreach to the schools on West 44th Street and maintain communications on a regular basis.

Response from Target:

1. Delivery times will not conflict with the times when the children arrive (7:30 to 9:00 AM) and leave school (2:30 to 4:00 PM).
 - Target has adjusted our scheduled deliveries from our distribution centers to fall outside of the identified pick up/drop off windows for the nearby schools. These will now occur at 10AM, 2PM, and 7:30PM. We are communicating this schedule to our outside vendors for them to follow, as well.
 - Target will have a transportation contact available 24/7 day to be able to communicate to safety managers in real time, if needed. This communication will be utilized in the event of unforeseen issues (i.e.- weather/traffic) which might alter a planned delivery time. The transportation contact will work with the safety manager to avoid delivering within the school pick up/drop off windows.
2. The trolleys and delivery equipment are not stored on the sidewalk at any time.
 - The store team has been instructed to ensure that delivery equipment is not stored on the sidewalk before, after, or during a delivery.
 - Should anyone see this occurring in the future, please let us know so we can communicate with the store.

3. The creation of a delivery and loading safety plan which includes appointing a safety manager and training of staff responsible for deliveries.
 - All team members who handle unloads are trained using rigorous safety standards. Team leaders are trained further to lead teams during unloads and to enforce safety standards from end to end of the process. Safety training is built into the DNA of our store teams.
 - With each delivery, we assign 3-5 team members to unload a truck. Safety managers are trained to watch for team members complying with all safety standards and will document any instances of noncompliance, should they occur. All team members involved in an unload are held accountable to the highest safety standards.
 - When dealing with a street unload, we have additional layers of safety that are added. For example, we identify specific team members that will take possession of freight at the identified threshold; we ensure that team members are not working in or crossing the street to transport freight; we do not allow freight to be left unattended at any stage of the unload; we expect team members not to direct or alter traffic patterns, etc.
 - We have communicated to our truckers that they cannot double park their truck at any time, and that should they arrive early (during school pick up/drop off times), they are not permitted to access the load zone until their scheduled arrival.
 - Target also just upgraded the level of our team leader responsible for onsite safety and security. This position will now be salaried instead of hourly, and will result in having leadership on premises more hours per week.

4. The safety manager will conduct outreach to the schools on West 44th Street and maintain communications on a regular basis.
 - We have appointed a manager who will be responsible for building and maintaining relationships with the schools. In the event that we have a change of personnel, we will appoint a new contact to continue these relationships.

We have shared the contact info for our safety managers directly with the Community Board in the event that someone needs to reach our store urgently.

Over time, if there are things that change or need adjustment, please don't hesitate to reach out to Target to let us know so we can work with you to resolve them. We remain committed to the safety of this neighborhood, our team, and guests.