

NYC / EDC

BURO HAPPOLD

WXY

LA MARQUETA

Friends of La Marqueta

09/18/2026

La Marqueta Lots 5-8

**Image shown is for illustrative purposes only and does not represent a proposed or new design*

Today's Session

10 min **Engagement Strategy Update**

45 min **Program Workshop**

Build a New Home for Your Programming
Expand on What's Possible at La Marqueta
Create an Active and Connected Campus

05 min **Next Steps**



Engagement Strategy Update

Overview



What We Heard: Key Stakeholders

Community Leaders	Community Members	Specialists	Food Access and Health
Friends of La Marqueta*	Seniors	Vendors*	Food Pantry Orgs.
Community Board	Parent Coordinators	Event Organizers/DJs*	Health Action Center
Housing Boards	Elementary Kids	Pigeon Patrol	Harlem Grow
Local Precinct Council	Teens	NYPD	SNAP Members
	Local Businesses		Hunter College Food Policy Center

Project Schedule for Lots 5-8

Design Schedule Overview



Project Schedule and Upcoming Engagements

3-Month Look Ahead



Program Workshop

Activate La Marqueta!

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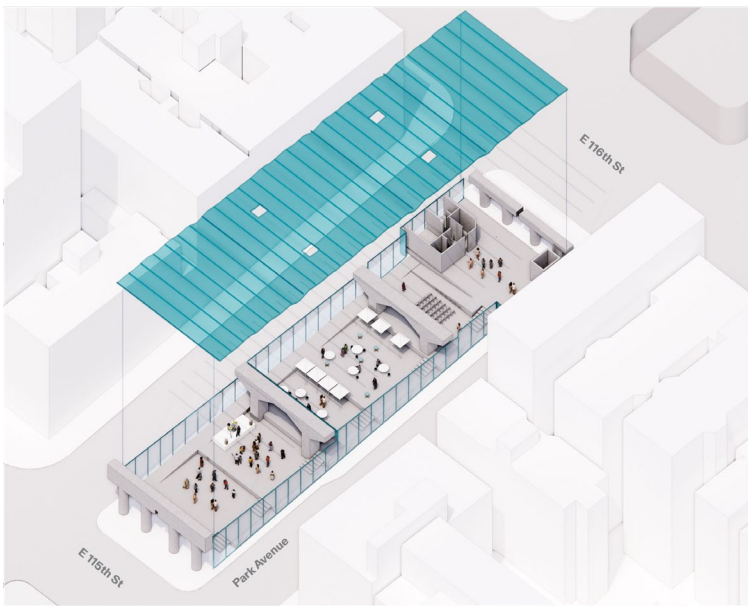


La Marqueta Campus

Programming and Events Focus

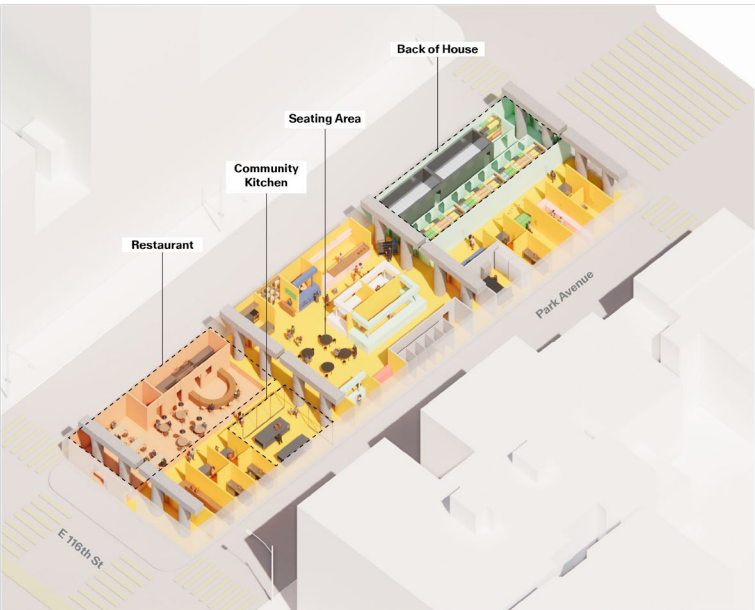
Lot 5

La Placita



Lot 6

La Marqueta

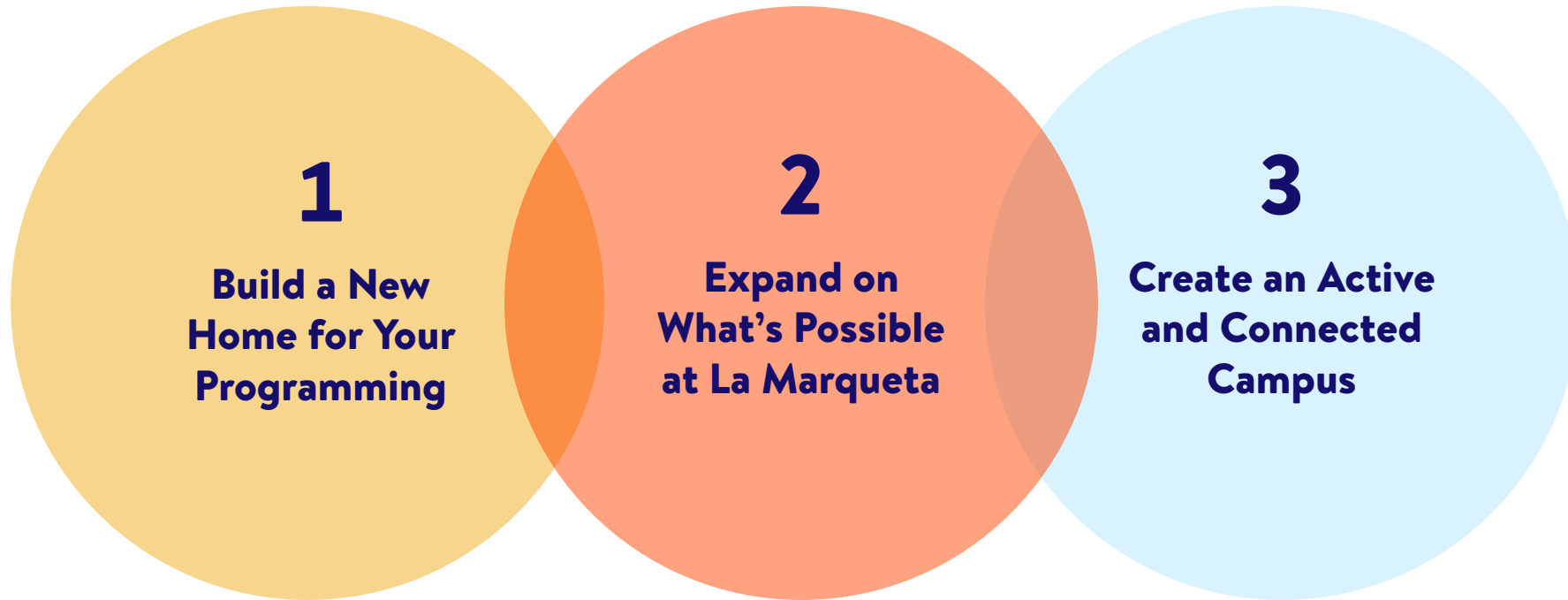


Lot 7+8

Grocery Store, Support, and Parking



Program Workshop Goals and Approach



- You have great programming; we want to find it a new home – where do these happen? Does their location change season to season?
 - What else would you like to see?
- How do you envision all of the lots getting activated?

La Marqueta hosts many great recurring events!



Farm Stand

Wednesdays / Thursdays

Fresh weekly produce sold under the viaduct.



Cooking Classes

Thursdays

Free classes built around what's fresh at the farm stand.



Disco Fridays

Fridays

Neighborhood DJ nights under the viaduct, open-air dancing.



Salsa Saturdays

Saturdays

Live bands and open-air dancing at 115th & Park.



Craft Circle

Sundays

Drop-in community crochet table and other crafts.

Program Workshop

In Miro, we'll use the current campus plans as a foundation for envisioning future programming, beginning with Lots 5 and 6 before expanding to a campus-wide perspective.

1 2

Current Programming



Plans



Bike Rack

La Marqueta
Lots 5+6

1 What's needed to maintain current programs and where do they go?

2 What else would you like to see? (programs, businesses, vendors)

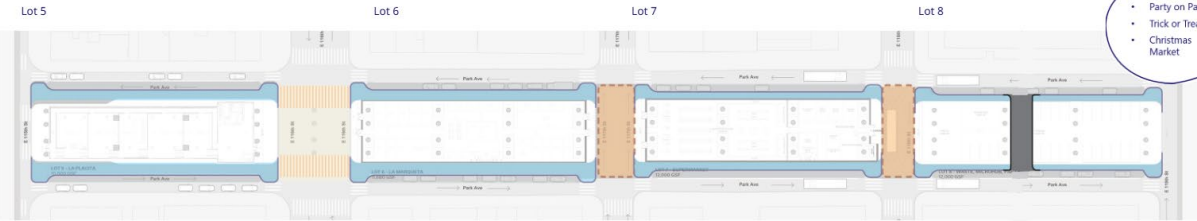
3 What might seasonal activation and programming look like in these spaces?



3

La Marqueta
Campus

KEY PROMPT
How do you envision all of the lots getting activated?



- Party on Park
- Trick or Treat
- Christmas Market

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Thank you!

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Program Workshop

Creating an Active and Connected Campus

La Marqueta Campus



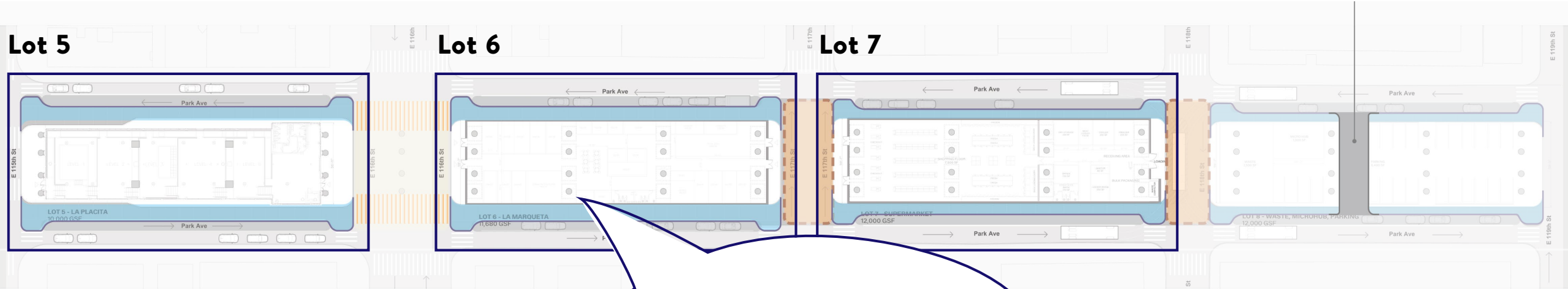
KEY PROMPT

How do you envision all of the lots getting activated?



- Party on Park
- Trick or Treat
- Christmas Market

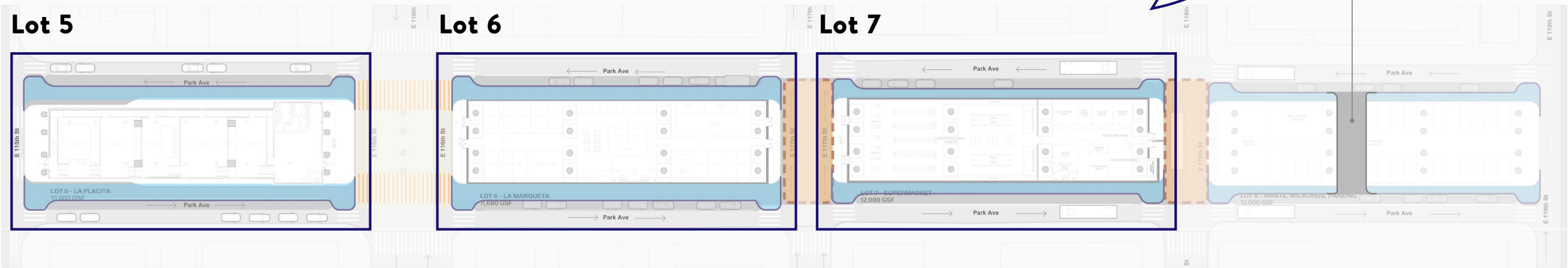
Re-envisioning the Site



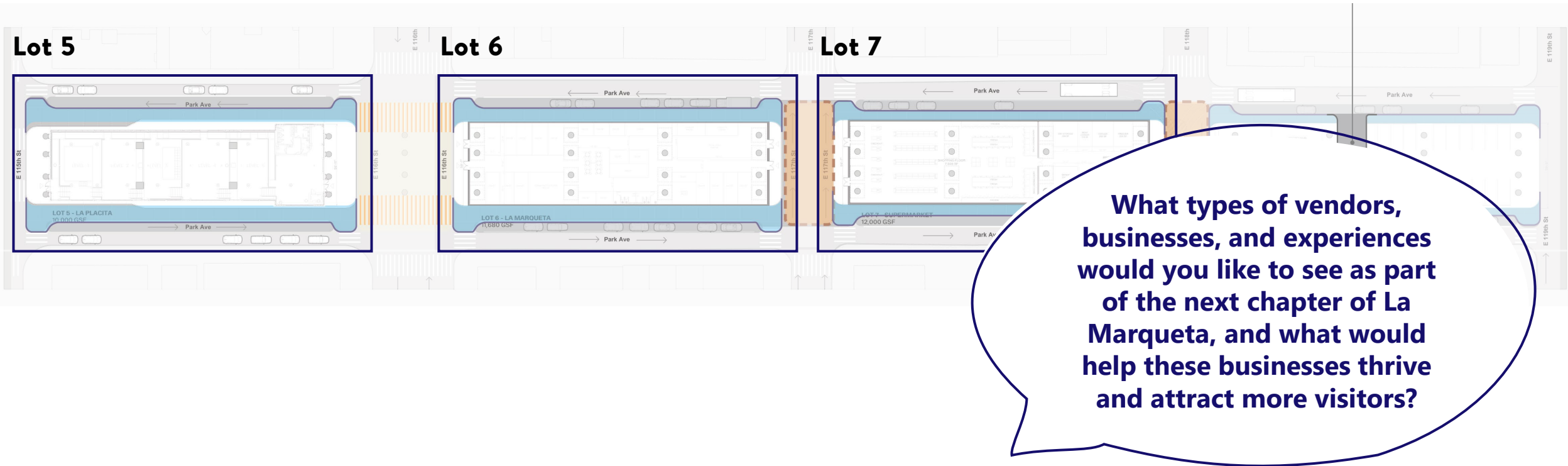
What are the challenges or limits we need to keep in mind?

Re-envisioning the Site

Expanded winter programming and activation?



Re-envisioning the Site



La Marqueta Masterplan

Overview of Recent Updates



Market and Project Timeline



La Marqueta Concept Plan (2017)

LA MARQUETA

La Marqueta Plan Conceptual



La Marqueta is located in East Harlem between E. 111th and E. 119th Street, underneath the Park Avenue viaduct. Since its inception in 1936, La Marqueta has steadfastly remained a landmark in East Harlem. In 2017, City Council, the NYCEDC, and local community stakeholders engaged in a feasibility study to develop goals and a framework for future investments at La Marqueta. This work led to a conceptual plan for Lots 1 through 8 that illustrates and reflects these goals. This brochure intends to memorialize a high level conceptual plan for the market. The concept presented here will be subject to change. It does not indicate specific programs or transportation management approaches in any specific location. Dates and programs are subject to change.

La Marqueta está ubicada en East Harlem, entre las calles E. 111 y E. 119, debajo del viaducto de Park Avenue. Desde su creación en 1936, La Marqueta se ha mantenido siempre como un punto de referencia en East Harlem. En 2017, el Ayuntamiento, la NYCEDC y agentes de la comunidad local participaron en un estudio de viabilidad para desarrollar objetivos y un marco para las inversiones futuras en La Marqueta. Este trabajo dio lugar a un plan conceptual para las parcelas 1 a 8 que ilustra y refleja dichos objetivos. Este folleto tiene la intención de conmemorar un plan conceptual de alto nivel para el mercado. El concepto presentado aquí será sujeto a cambios. Este no indica programas específicos o enfoques de gestión de transporte en ningún lugar específico. Días y programas están sujetos a cambio.

CONCEPT PLAN

VISION CONCEPT

Concepto de Visión

The investments at La Marqueta will transform seven (7) adjacent lots under the Park Ave viaduct into a community-oriented public market, enhance neighborhood built, economic development vitality, and open space vitality. The concept design illustrates the role of La Marqueta and embraces its historic role as a community-oriented public market.

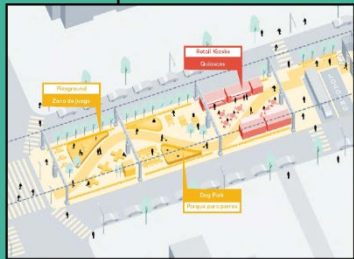
While each lot has a unique program, there are some overarching design principles that will help unify the plan for La Marqueta. Key to the success will be the integration of a community-oriented public market, economic development vitality, and open space vitality through all seven lots.

Equity important will be the creation of mixed transportation modes, ensuring that walking, biking, and transit are all viable options, and ensuring that all modes of transit are accessible to all users. The plan also includes a focus on transportation and safety-related concerns and on community safety.

Las inversiones en La Marqueta transformarán siete (7) parcelas adyacentes bajo el viaducto de Park Ave en un mercado comunitario orientado al público, mejorará la vitalidad económica del vecindario, y abrirá espacio vitalidad. El concepto de diseño ilustra el rol de La Marqueta y abraza su rol histórico como un mercado comunitario orientado al público.

Mientras que cada lote tiene un programa único, hay algunos principios de diseño que ayudarán a unificar el plan para La Marqueta. Clave para el éxito será la integración de un mercado comunitario orientado al público, vitalidad económica del vecindario, y espacio vitalidad a través de todos los siete lotes.

La equidad importante será la creación de modos mixtos de transporte, asegurando que caminar, andar en bicicleta y en tránsito sean opciones viables para todos los usuarios. El plan también incluye un enfoque en temas de transporte y seguridad relacionados y en la seguridad comunitaria.



LOT 2: OUTDOOR RECREATIONAL SPACE

Parcela 2: Espacio Recreativo

Lot 2 will be transformed into a public outdoor space, designed to be a place for children to play, for people to walk, and for people to sit. The space will be designed to be a place for children to play, for people to walk, and for people to sit. The space will be designed to be a place for children to play, for people to walk, and for people to sit.

LOT 3-4: RETAIL/INCUBATOR & HOT BREAD KITCHEN

Parcelas 3-4: Tiendas e Incubadora

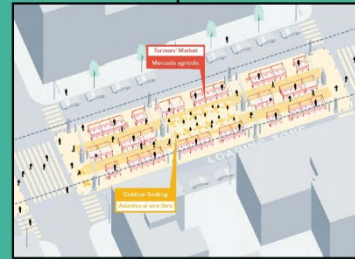
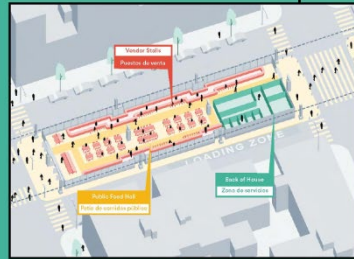
The building on Lot 3 and 4 will be transformed into a retail/incubator and hot bread kitchen. The building will be transformed into a retail/incubator and hot bread kitchen. The building will be transformed into a retail/incubator and hot bread kitchen.

VISION CONCEPT

Concepto de Visión

As part of the conceptual plan, the Urban Garden Center will be a new public market, designed to be a place for people to walk, and for people to sit. The space will be designed to be a place for people to walk, and for people to sit. The space will be designed to be a place for people to walk, and for people to sit.

Revisions to La Placita started in June 2018, including a new outdoor market, designed to be a place for people to walk, and for people to sit. The space will be designed to be a place for people to walk, and for people to sit. The space will be designed to be a place for people to walk, and for people to sit.



LOT 6: PUBLIC MARKET

Parcela 6: Mercado Público

Lot 6 will be transformed into a public outdoor space, designed to be a place for children to play, for people to walk, and for people to sit. The space will be designed to be a place for children to play, for people to walk, and for people to sit. The space will be designed to be a place for children to play, for people to walk, and for people to sit.

LOT 7: FARMER'S MARKET

Parcela 7: Mercado de Agricultores

Lot 7 will be transformed into a public outdoor space, designed to be a place for children to play, for people to walk, and for people to sit. The space will be designed to be a place for children to play, for people to walk, and for people to sit. The space will be designed to be a place for children to play, for people to walk, and for people to sit.

Programming Goals



Make Fresh Food Available

Ofrecer alimentos frescos



Provide Affordable Price Points

Ofrecer precios asequibles



Promote Small, Local Retail Tenants

Promover el alquiler entre minoristas pequeños y locales



Introduce Grocery and Restaurants

Introducir tiendas de comestibles y restaurantes



Encourage Exercise and Activity

Fomentar el ejercicio y la actividad



Create Uses for NYCHA Block

Crear usos para el bloque de NYCHA



Cultural Programs and Events

Programa cultural y eventos



Job Creation / Workforce Development

Creación de empleo / capacitación laboral



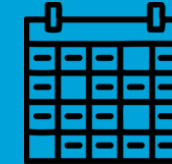
Maximize Year-Round Use

Maximizar el uso todo el año



Maximize Hours Spent on Site

Maximizar las horas de estancia en el lugar



Maximize Days Spent on Site

Maximizar los días de estancia en el lugar



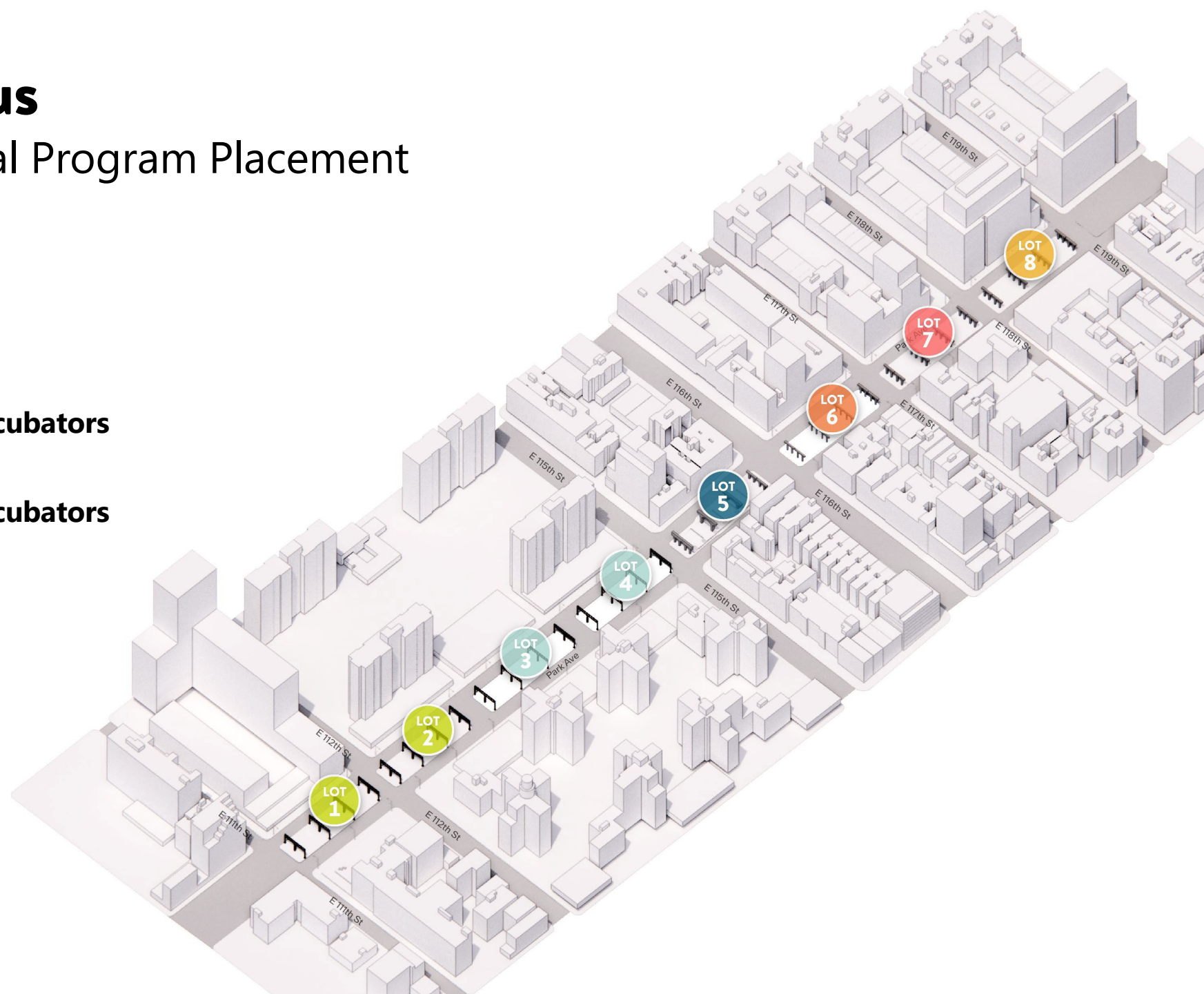
Maximize Public Access

Maximizar el acceso público

La Marqueta Campus

2017 Masterplan: Optimal Program Placement

-  **Urban Garden Center**
-  **Outdoor Recreation Space**
-  **Hybrid/Retail and Kitchen Incubators**
-  **Hybrid/Retail and Kitchen Incubators**
-  **La Placita**
-  **Public Market**
-  **Parking/ Farmer's Market**
-  **NYPD Parking**



La Marqueta Campus

2026 Masterplan Updates and Upcoming Designs

- LOT 5** La Placita
- LOT 6** Public Market
- LOT 7** Municipal Grocery Store
- LOT 8** Public Market + Grocery Logistics and Parking



La Placita



La Marqueta



Grocery

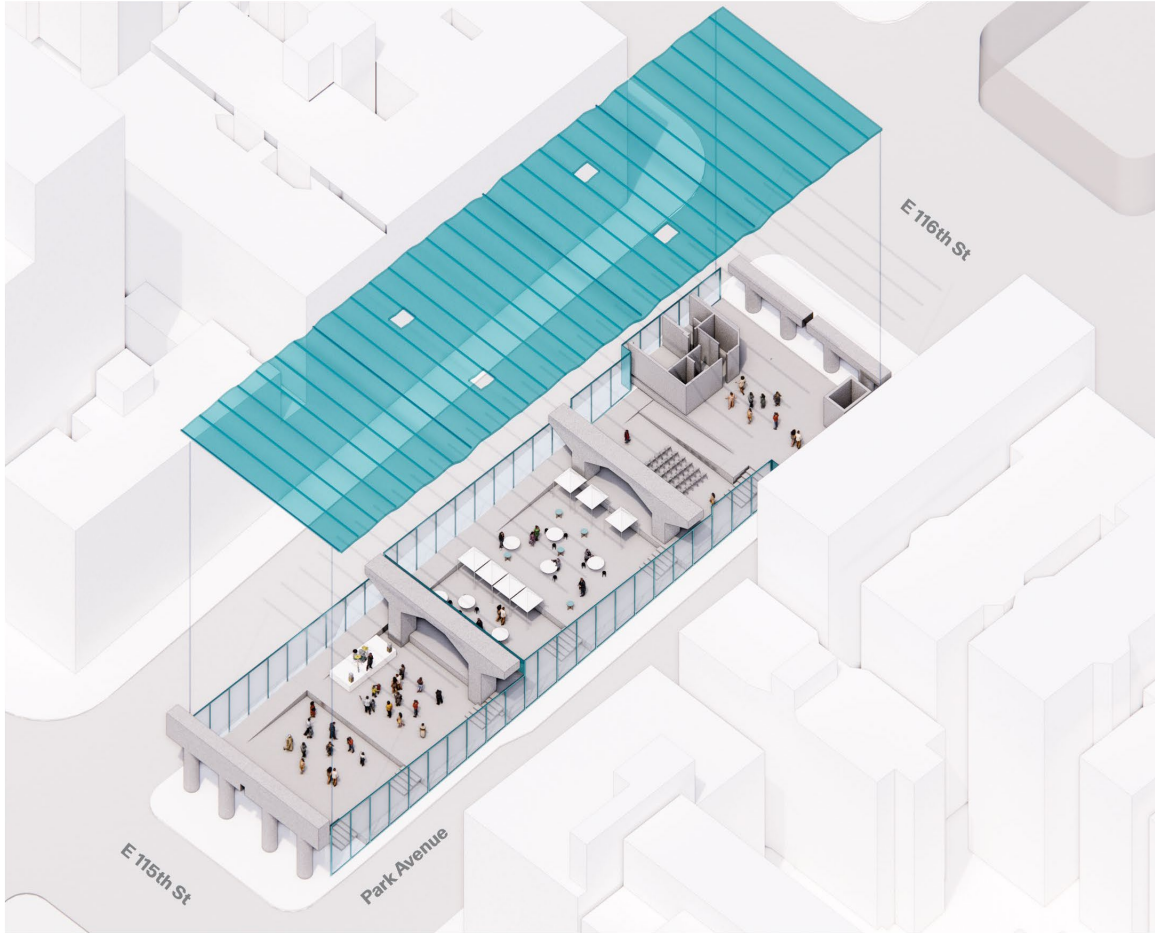


Support



Lot 5

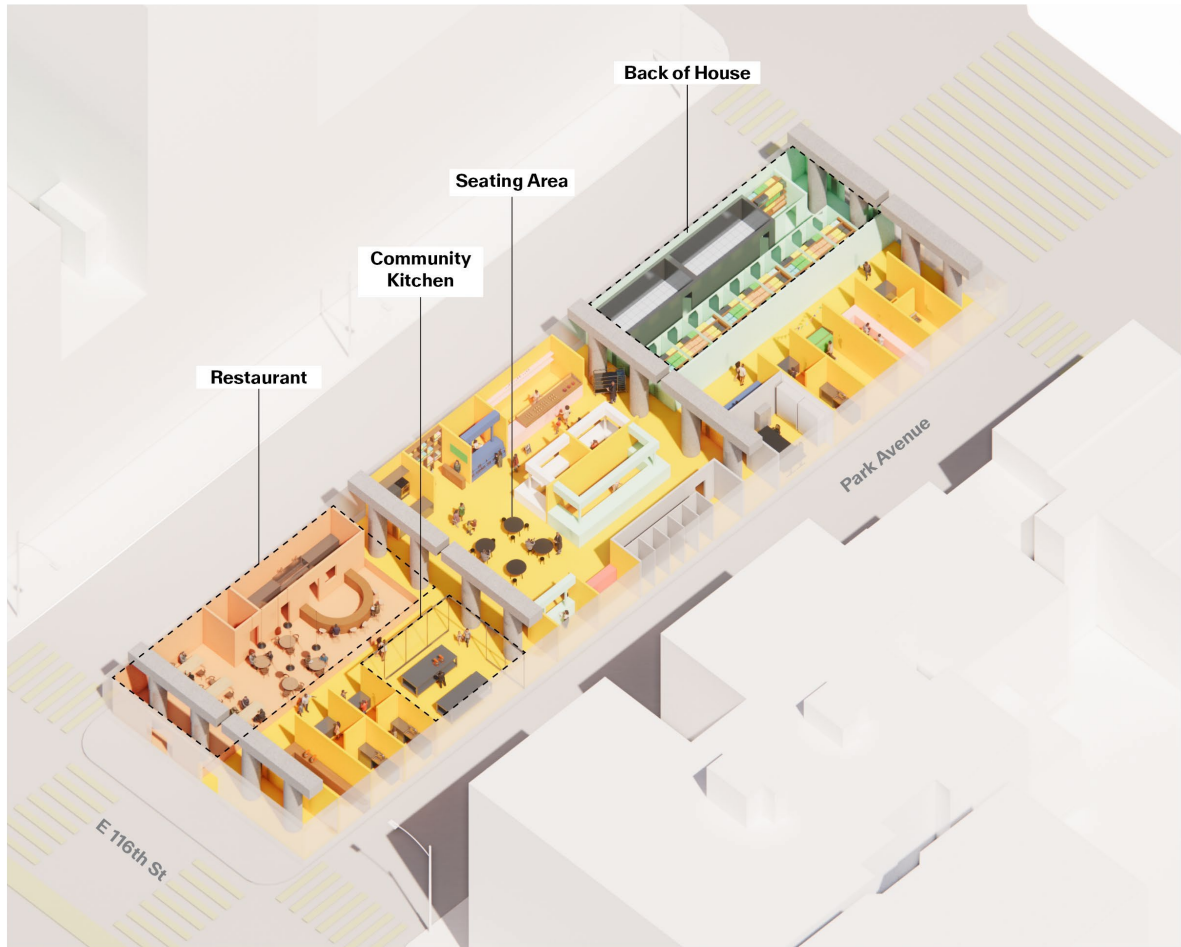
La Placita



- **La Placita is a key community hub in East Harlem for culture, dance, & gathering**
- **Fully enclosed and conditioned community space**
- **Enough acoustic treatment to allow for conversation & Town Hall-type events**

Lot 6

La Marqueta



- Represents the next chapter for the historic La Marqueta
- Potential Programming may include:
 - 11-15 Vendor Stalls, 6 vented
 - Central Gathering Area
 - Community Kitchen/Classroom
 - Full-Service Restaurant
 - Back-of-House Storage & Prep

Lot 7 +8

Grocery Store, Support, and Parking



LOT 7

- **Community-oriented municipal supermarket**
- **Efficiency, simplicity, & utility**
- **Independently managed**

LOT 8

- **Interest in providing electrified infrastructure to the community**
- **Need for additional vendor parking and electric vehicle charging**
- **Grocery store and public market logistics like waste management and deliveries**
- **Potential for additional Grocery Storage in Lot 8**