

NYC / EDC

BURO HAPPOLD

WXY

LA MARQUETA

Friends of La Marqueta
10/09/2026

La Marqueta Lots 5-8

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

Today's Session

15 min

Program Workshop: What We Heard

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

15 min

Engagement Strategy Update

15 min

Discussion

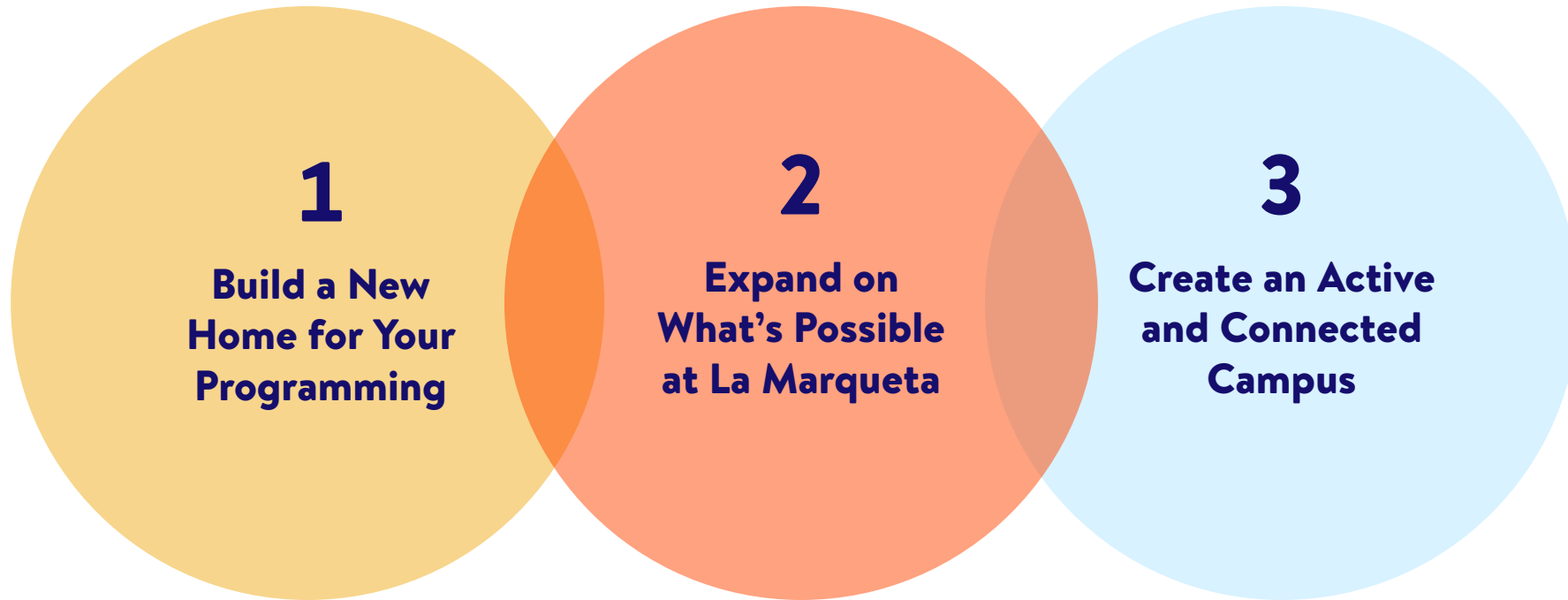


What We Heard Program Workshop

Activate La Marqueta!



Program Workshop Goals and Approach



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

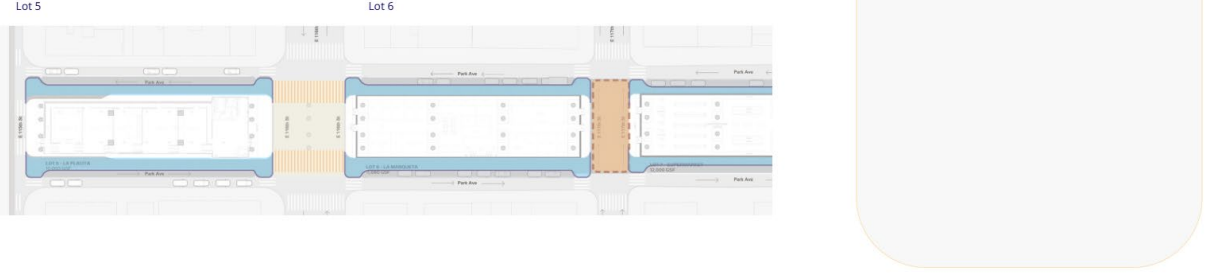
Program Workshop Insights

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?



Lot 5 Lot 6

Bike Rack

1 Build a new home for your programming with more space for dancing, comfortable seating, and reliable event infrastructure, including utilities, storage, and sound control.

2 Expand opportunities to gather, support local businesses, and celebrate La Marqueta's history through art and storytelling.

3 Create an active and connected campus through coordinated signage, distinctive lighting, enhanced safety measures, and a well-maintained public realm.

La Marqueta
Campus



Lot 5 Lot 6 Lot 7 Lot 8

- Party on Park
- Trick or Treat
- Christmas Market

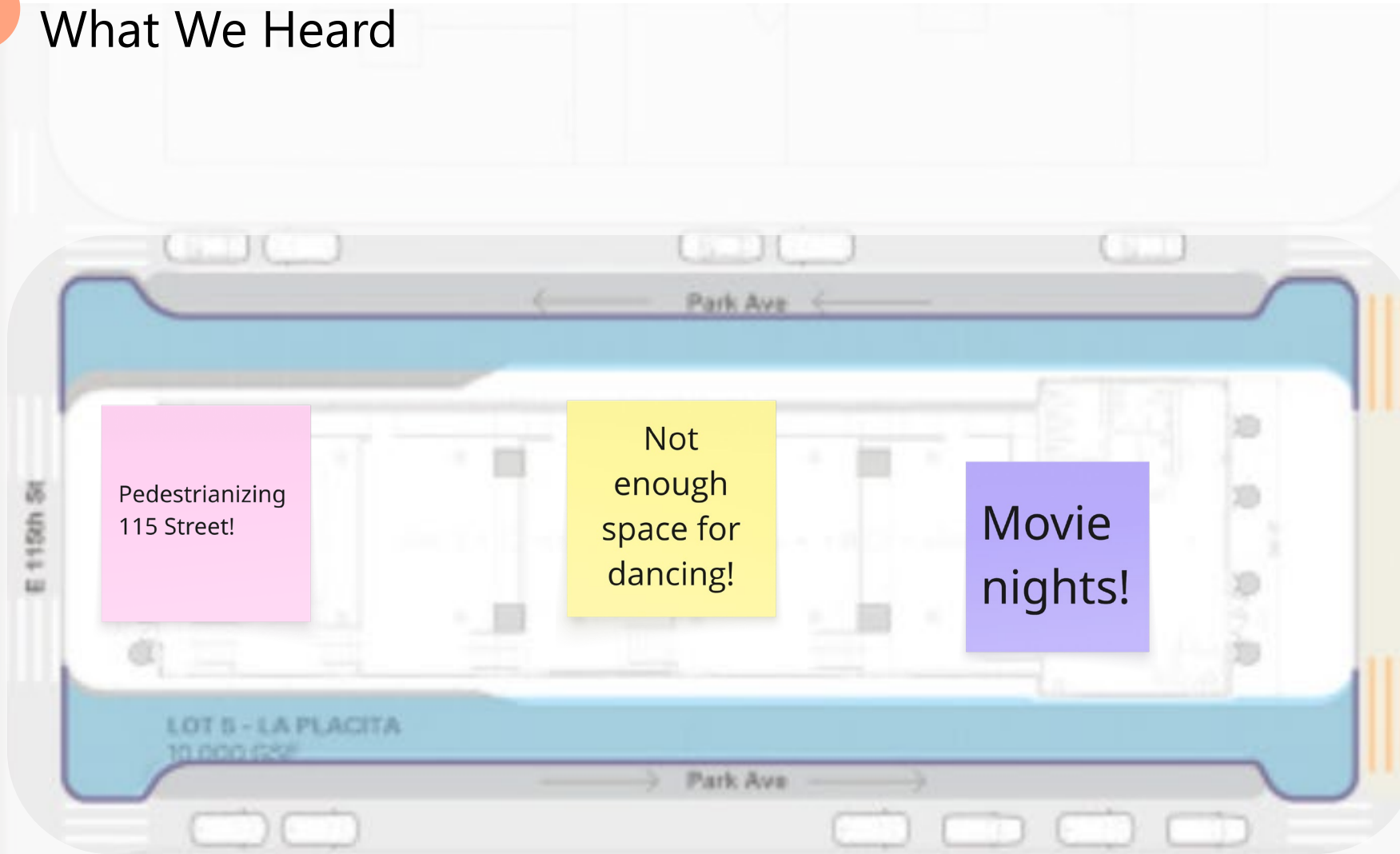
KEY PROMPT
How do you envision all of this lots getting activated?

1

Lot 5

2

What We Heard



PROGRAMMING & COMFORT

- More room for dancing and programming
- Seating and rest areas
- Smoother flooring
- Heating, cooling, and sound control

EVENT INFRASTRUCTURE

- Electrical capacity and Wi-Fi
- AV/LED wall
- Storage and coat check

ACCESS & OPERATIONS

- Expanded loading coordinated with programming
- Explore pedestrianizing the street
- More intuitive, accessible public restrooms

1
2

Lot 6

What We Heard

Oral history, integrate into the space and design.

Selfie wall. Something to anchor. To show I've been part of this history.

Virtual exhibits with access to photos and stories, etc.

IDENTITY & EXPERIENCE

- Honor the history of the site
- Art, murals, and interactive elements
- Wayfinding and highlight vendors

GATHERING & COMMUNITY

- Common eating spaces
- Space for families

VENDOR INFRASTRUCTURE

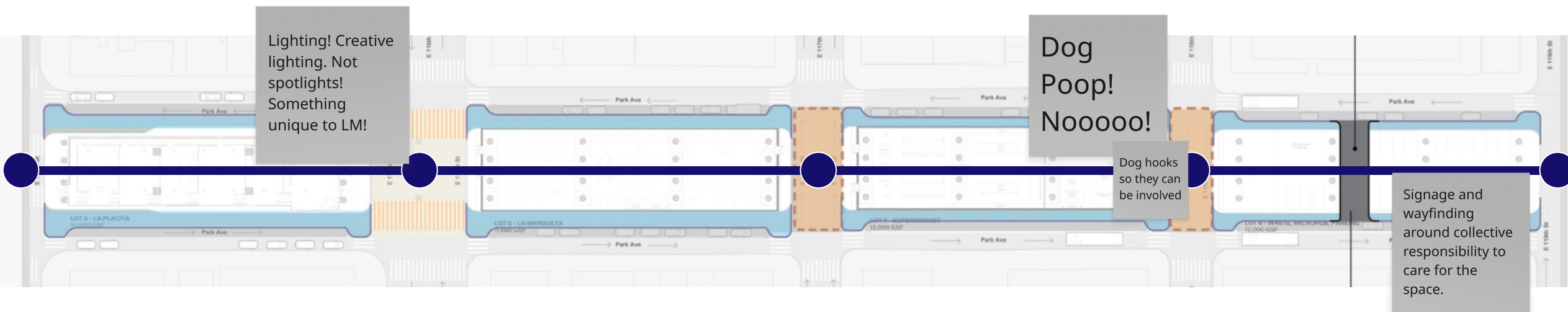
- Hoods, storage, water, and dishwashing
- Vendor support
- Training space for small businesses
- Composting

3

Campus

What We Heard

“Activate the space in-between!”



CONNECTIVITY

Make movement between lots clearer and easier.

LIGHTING & SAFETY

Use distinctive, unique to La Marqueta lighting to strengthen comfort and visibility.

SIGNAGE & WAYFINDING

Create a coordinated system and identity that ties the campus together.

CARE

Support awareness, cleanliness, and shared care for the site.

What We Heard

Overview

**Not enough
space for
dancing!**

Build on what is already working

Preserve successful markets, performances, community events, and seasonal activities.

**Ensure
electric grid
can support
activities.**

Provide the basics that make programming possible

Improve event infrastructure, vendor support, storage, accessible restrooms, utilities, sound, lighting, and connectivity.

**Should pay
homage to
the history
of the site!**

Make La Marqueta's story visible

Integrate history, culture, oral storytelling, exhibits, public art, and interpretation into the space.

**Think about
for space for
families.**

Create more reasons to gather and stay

Add welcoming places to eat, sit, meet, participate in activities, and spend time as a family.

**Movement back
and forth is a
challenge and
needs to be
addressed.**

Improve connectivity across campus

Strengthen connections through coordinated programming, lighting, signage, and placemaking.

**Signage around
collective
responsibility to
care for the space.**

Prioritize safety, cleanliness, and stewardship

Establish an environment that feels cared for, easy to navigate, and welcoming throughout the day.

Engagement Strategy Update

Overview

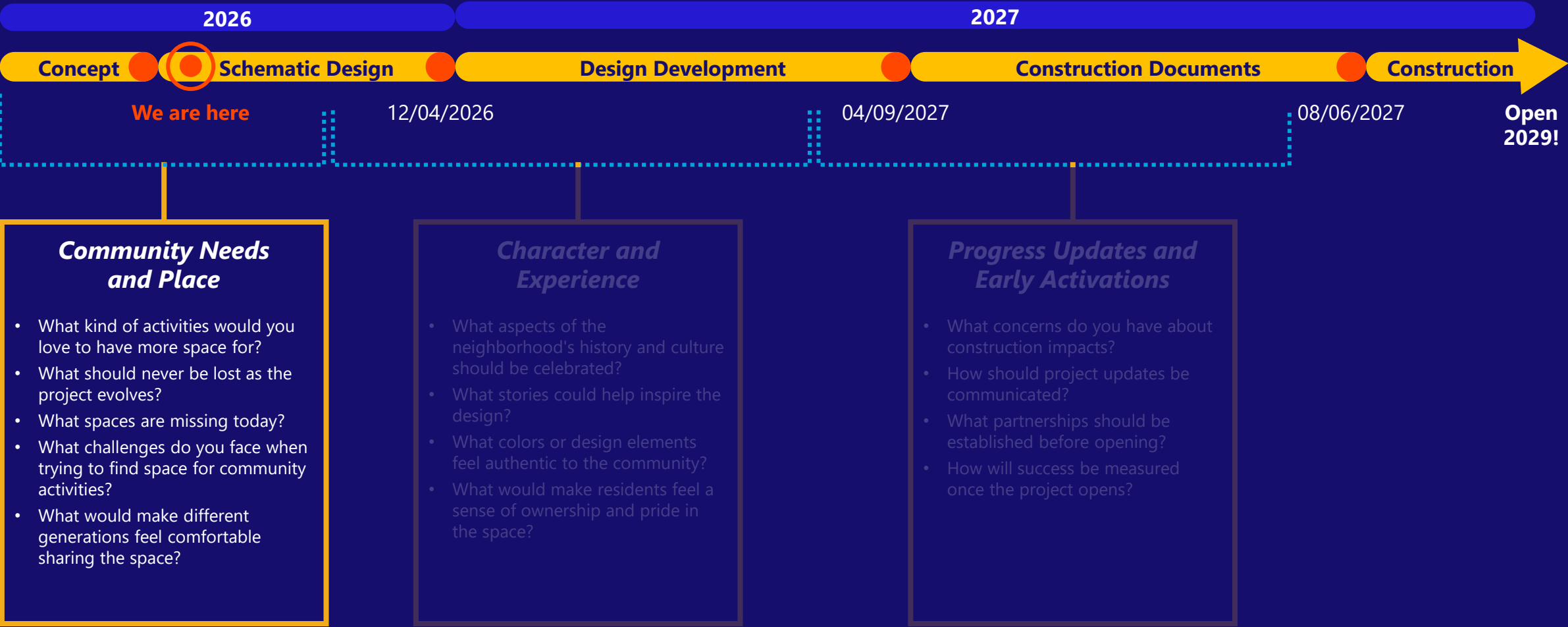


What We Heard: Key Stakeholders

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



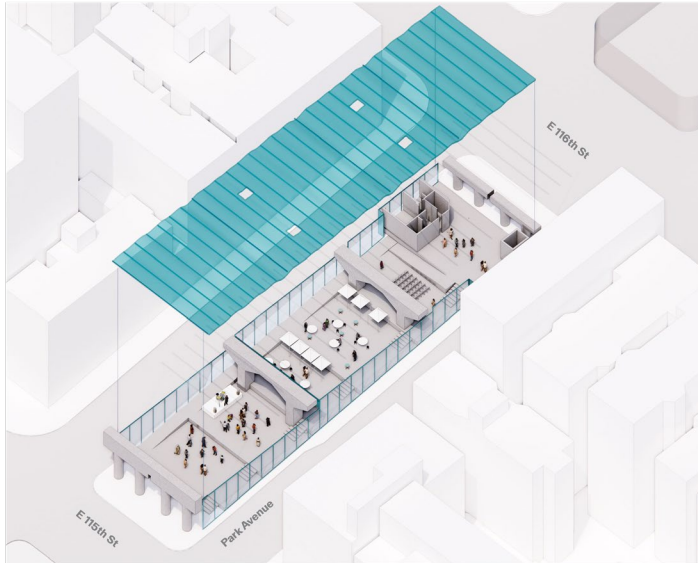
Engagement Approach: Early Planning

Programming and Events Focus

Activation and Connectivity Focus

Lot 5

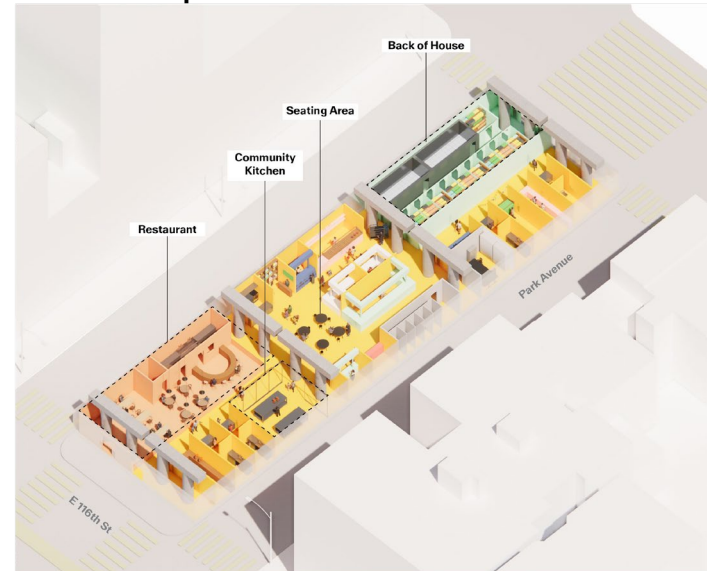
La Placita



Event experience today and the programming residents want to see.

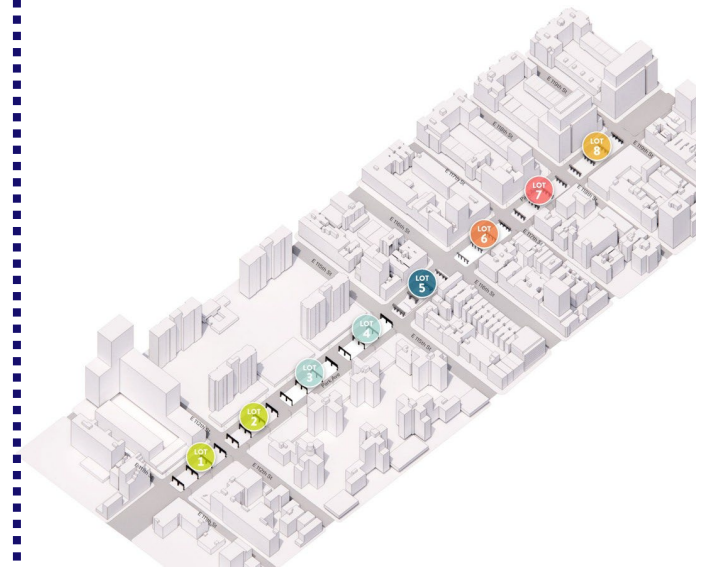
Lot 6

La Marqueta



La Marqueta today, the vendor mix residents want, and priorities for the future.

Campus



How people move through and perceive the campus, pedestrian continuity, safety, outdoor space, and shared identity.

Connecting Through Community Events

Large Events



Party on Park

September/October



Trick-or-Treat

October



Harlem Night Market

December

Smaller Events



Farm Stand

Wednesdays / Thursdays



Cooking Classes

Thursdays



Disco Fridays

Fridays



Salsa Saturdays

Saturdays

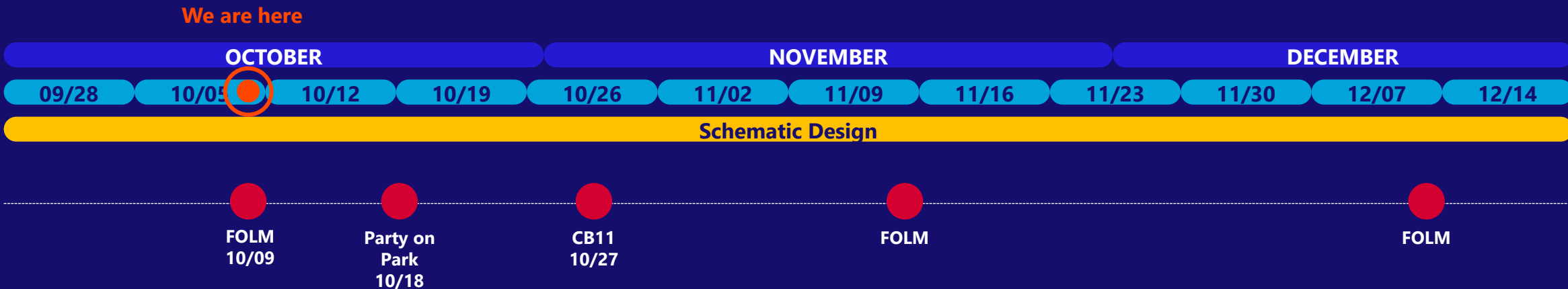


Craft Circle

Sundays

Project Schedule and Upcoming Engagements

Engagement Meetings



Project Overview



Upcoming Engagements

Materials

Party on Park 10/18

Trick-or-Treat 10/31

Information:

- Welcome Panels
 - One-pager
 - Newsletter Sign-up Sheet
 - QR Survey
-

Engagement:

- Postcards:
What do you love about La Marqueta?
- Engagement Boards:
What do you want to see?

Salsa Saturday 10/24

Information:

- Welcome Panels
 - One-pager
 - Newsletter Sign-up Sheet
 - QR Survey
-

Engagement:

- Engagement Boards:
What do you want to see?

Community Board 10/27

Information:

- One-pager
 - Newsletter Sign-up Sheet
 - QR Survey
-

Share-out Agenda:

- Masterplan Overview
- Lot by Lot Overview
- What We've Heard
- Q&A

Party on Park



Party on Park

Approach

Lots 5+6

Large tent accommodating interactive engagement activities

Lot 7

Information table supporting outreach and participant engagement



Party on Park

Activities

1

WELCOME PANEL

Introduce the project and engagement activity



2

LOVE NOTES

Understand what community members value today



3

WHAT DO YOU WANT TO SEE?

Identify ideas and priorities for the future



Prompts

1

Overview from the 2017 Plan
To be updated to reflect the latest plan



2

LOVE NOTES

What should never change?

This place wouldn't be the same without...

3

WHAT DO YOU WANT TO SEE?



Party on Park

Love Note Variations

1. What about La Marqueta should never change?
2. What would you like to make a come back?
3. One thing that makes La Marqueta special is...
4. La Marqueta reflects the community by...
5. What's your favorite memory of La Marqueta?
6. How does La Marqueta make you feel? What colors come to mind, smells, sounds?

Additionally:

Video recordings with similar questions to capture the history of La Marqueta and East Harlem

**What about La Marqueta
should never change?**



Next Steps

Report out on past engagements at our next meeting on 11/13:

- **Party on Park** 10/18
- **Salsa Saturday** 10/24
- **Community Board** 10/27
- **Trick-or-Treat** 10/31

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LA  MARQUETA

Thank you!

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