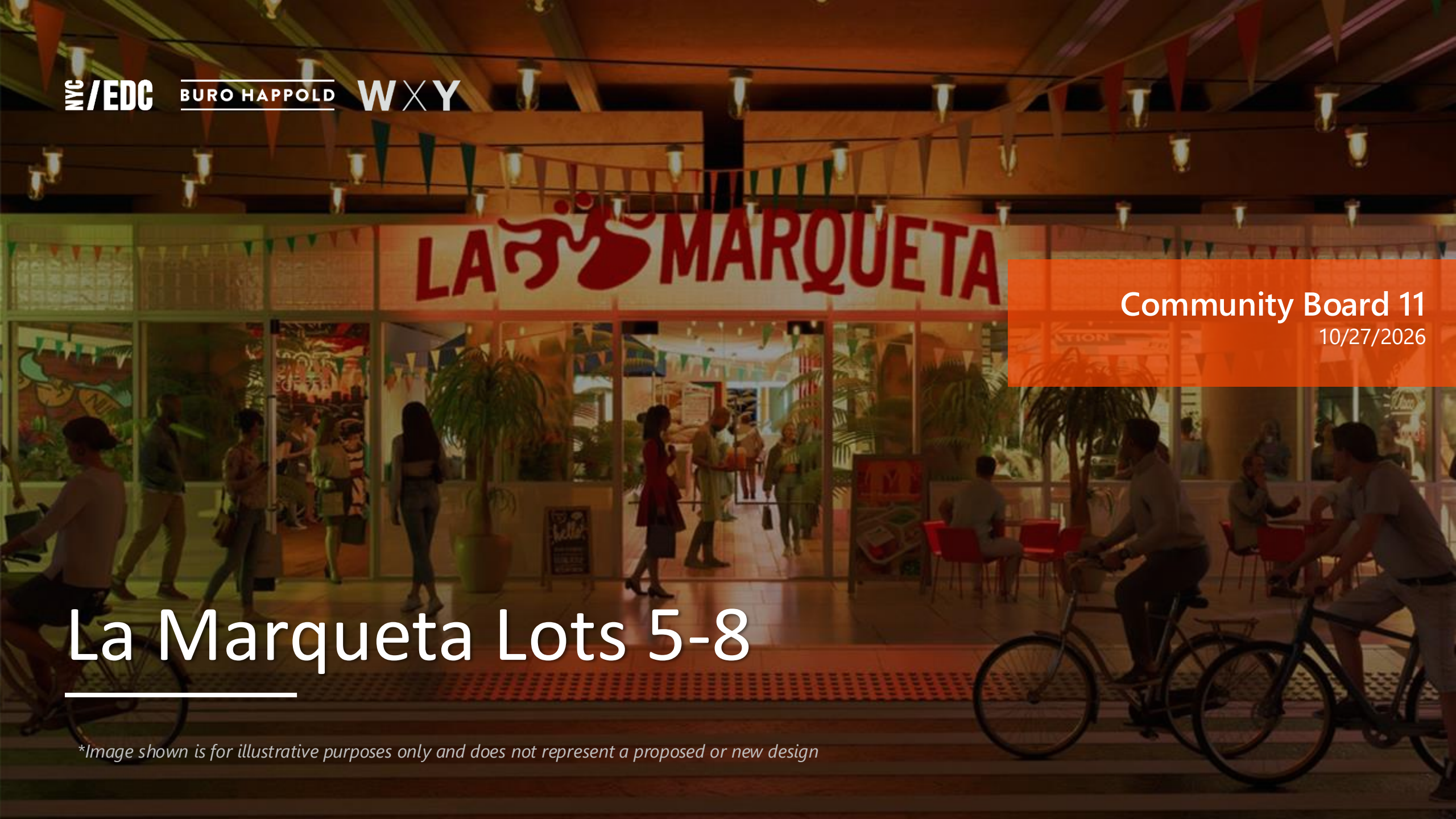


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Community Board 11
10/27/2026

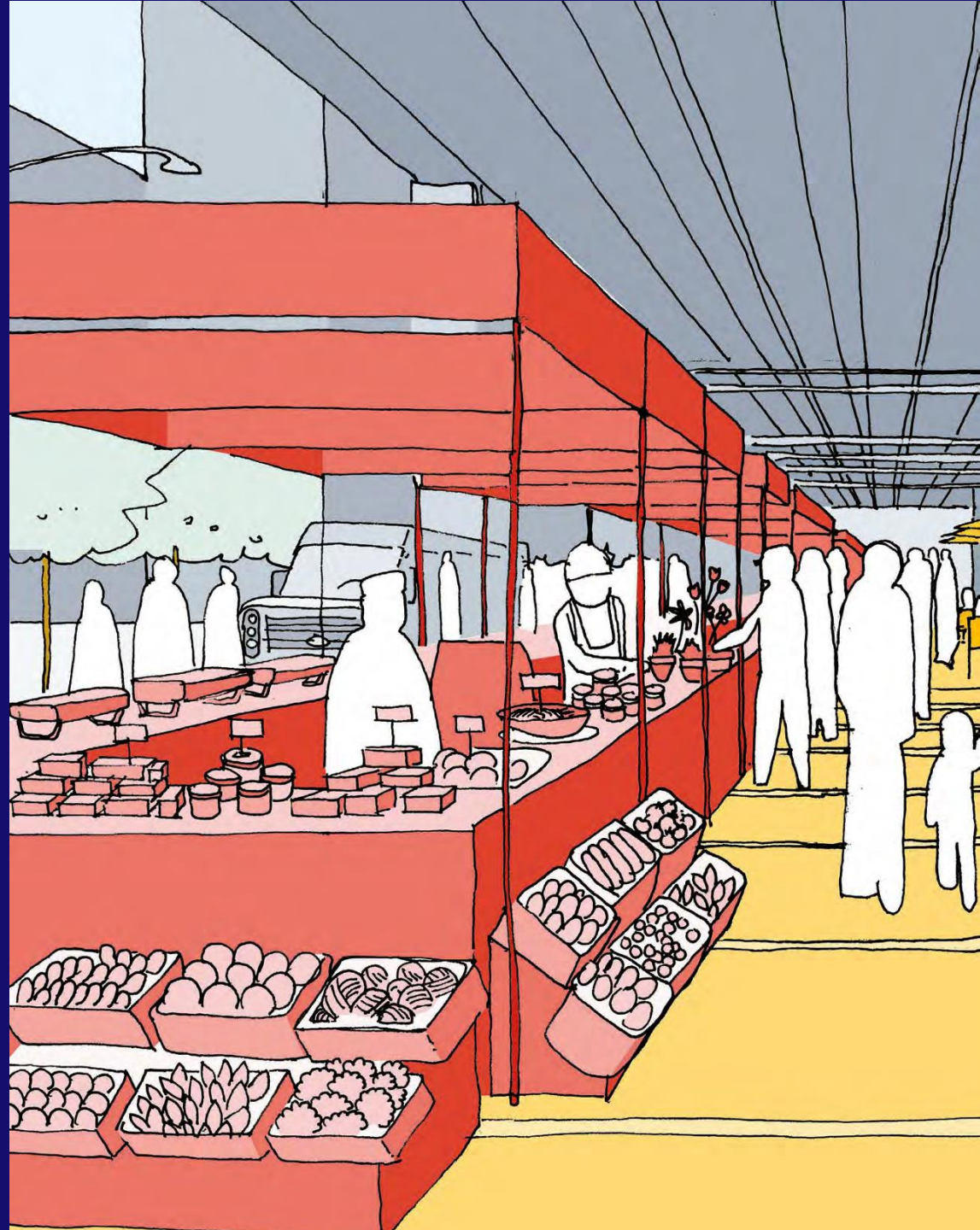
La Marqueta Lots 5-8

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

Today's Session

5 min	**La Marqueta Redevelopment**
	Overview of Recent Updates
5 min	**Engagement Strategy**
5 min	**What We've Heard**
20 min	**Q & A**

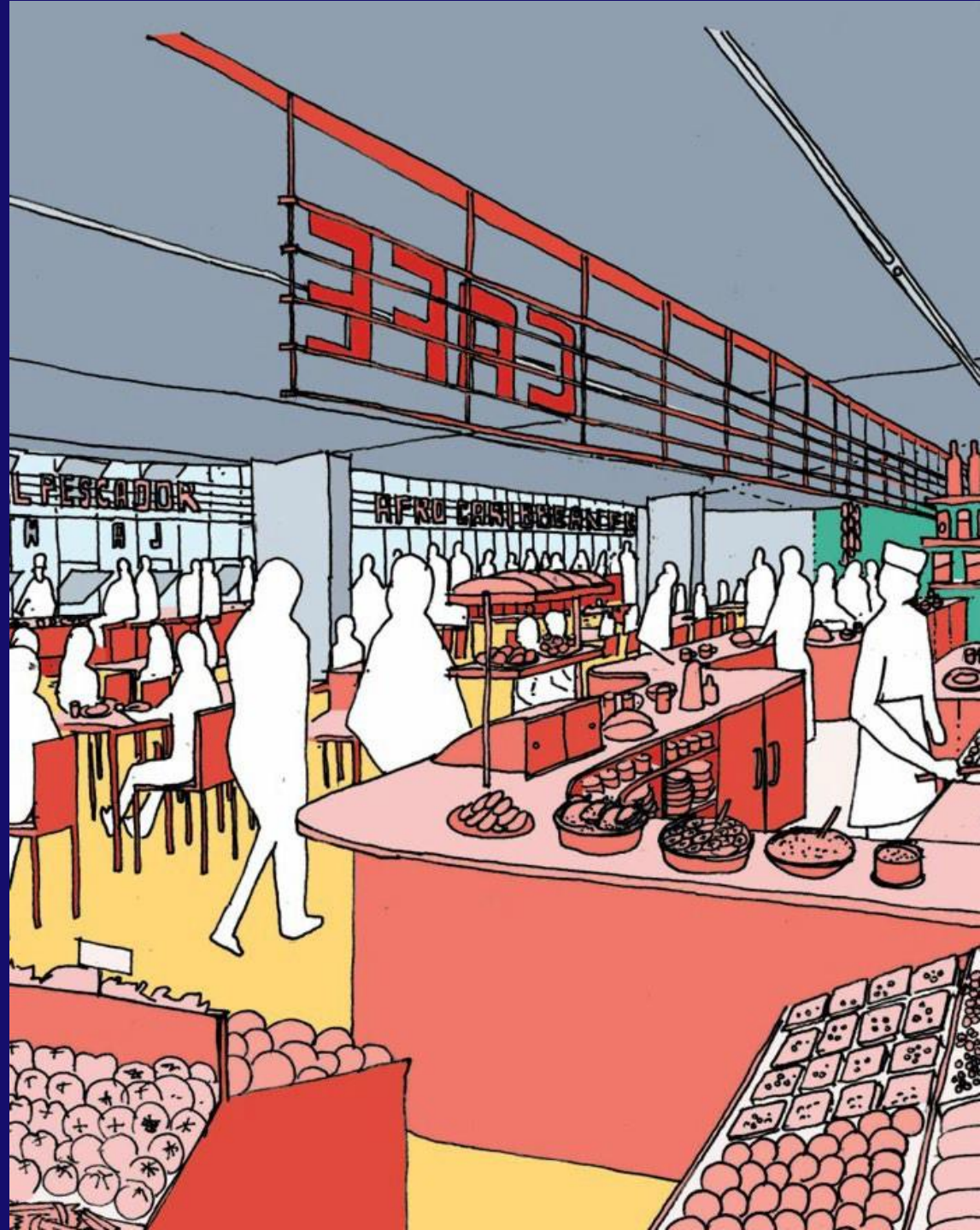
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La Marqueta Redevelopment

Overview of Recent Updates

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Market and Project Timeline

Market Origins

Improvements and Concept Plan

MTA North Viaduct Project

Design and Implementation

1936

LaGuardia Opens Park Avenue Retail Market



2014

La Placita is built in 2014, and Improvement work commences in 2018



2017

La Marqueta Campus Concept Plan is developed with the community



2023

MTA Park Avenue Viaduct replacement project begins



2026

Design for Lots 5-8 commences and includes: Upgrades to La Placita, a new public market, and a municipal grocery

2029

Estimated completion for construction of Lots 5-8

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La Marqueta Concept Plan (2017)

LA MARQUETA

La Marqueta Plan Conceptual

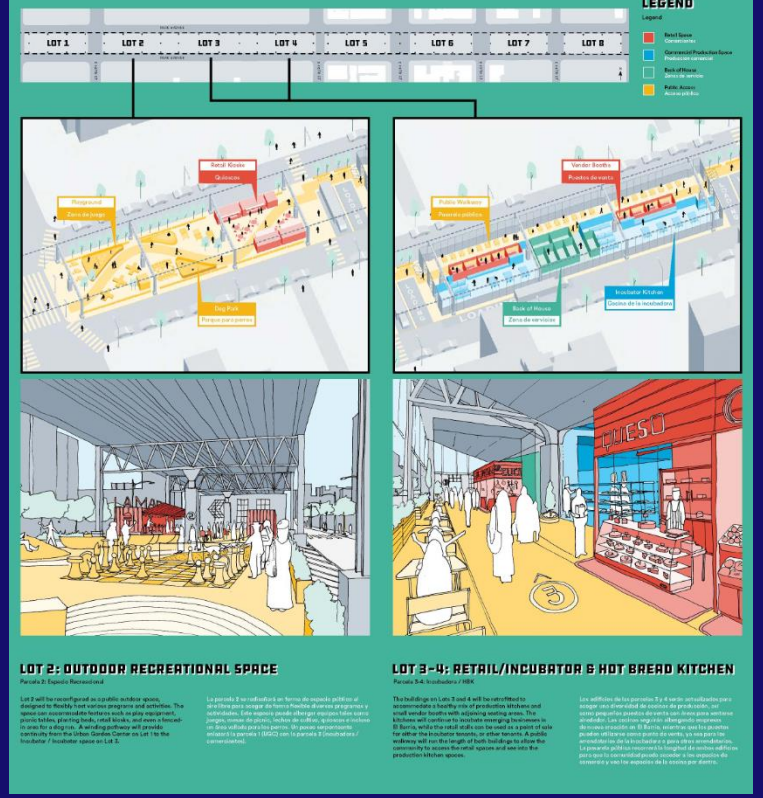


La Marqueta is located in East Harlem between E. 111th and E. 119th Street, underneath the Park Avenue viaduct. Since its inception in 1936, La Marqueta has steadfastly remained a landmark in East Harlem. In 2017, City Council, the NYCEDC, and local community stakeholders engaged in a feasibility study 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 transportación en ningún lugar específico. Días y programas estan sujetos a cambio.

CONCEPT PLAN

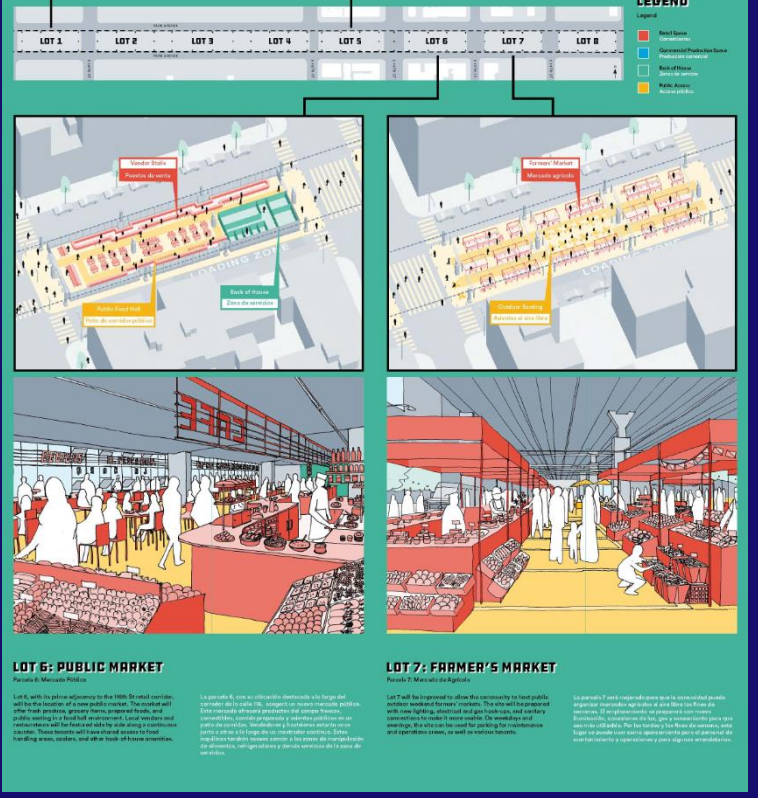
VISION CONCEPT



LOT 2: OUTDOOR RECREATIONAL SPACE

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

VISION CONCEPT



LOT 1: URBAN GARDEN CENTER

LOT 5: LA PLACITA

LOT 6: PUBLIC MARKET

LOT 7: FARMER'S MARKET

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Programming Goals



Make Fresh Food Available

Ofrecer alimentos frescos



Provide Affordable Price Points

Ofrecer precios asequibles



Promote Small, Local Retail Tenants

Promoverel 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



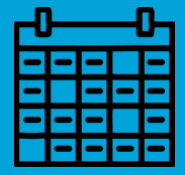
Maximize Year-Round Use

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

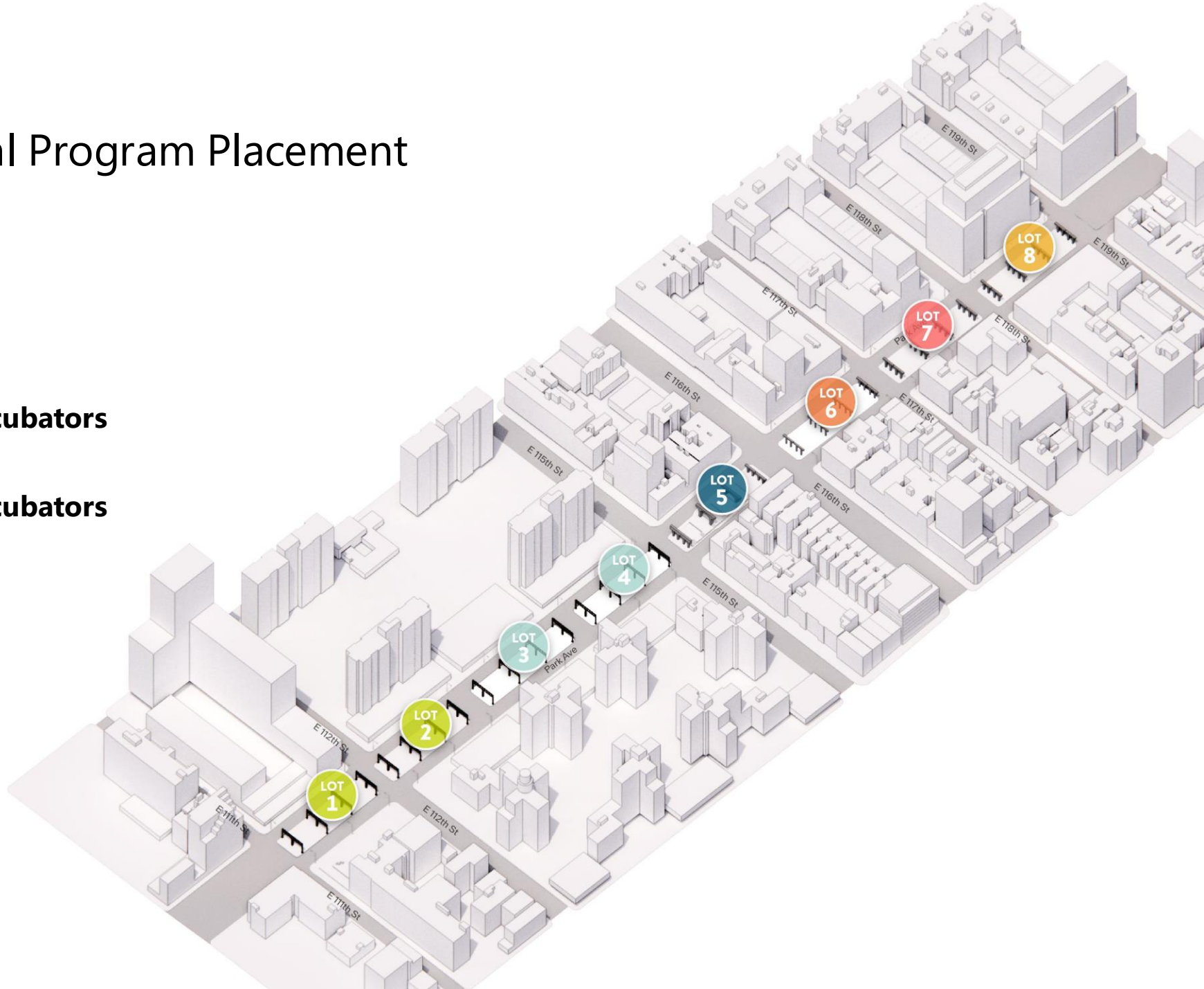
Maximizar el acceso público

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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**



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La Marqueta Campus

2026 Masterplan Updates and Upcoming Designs

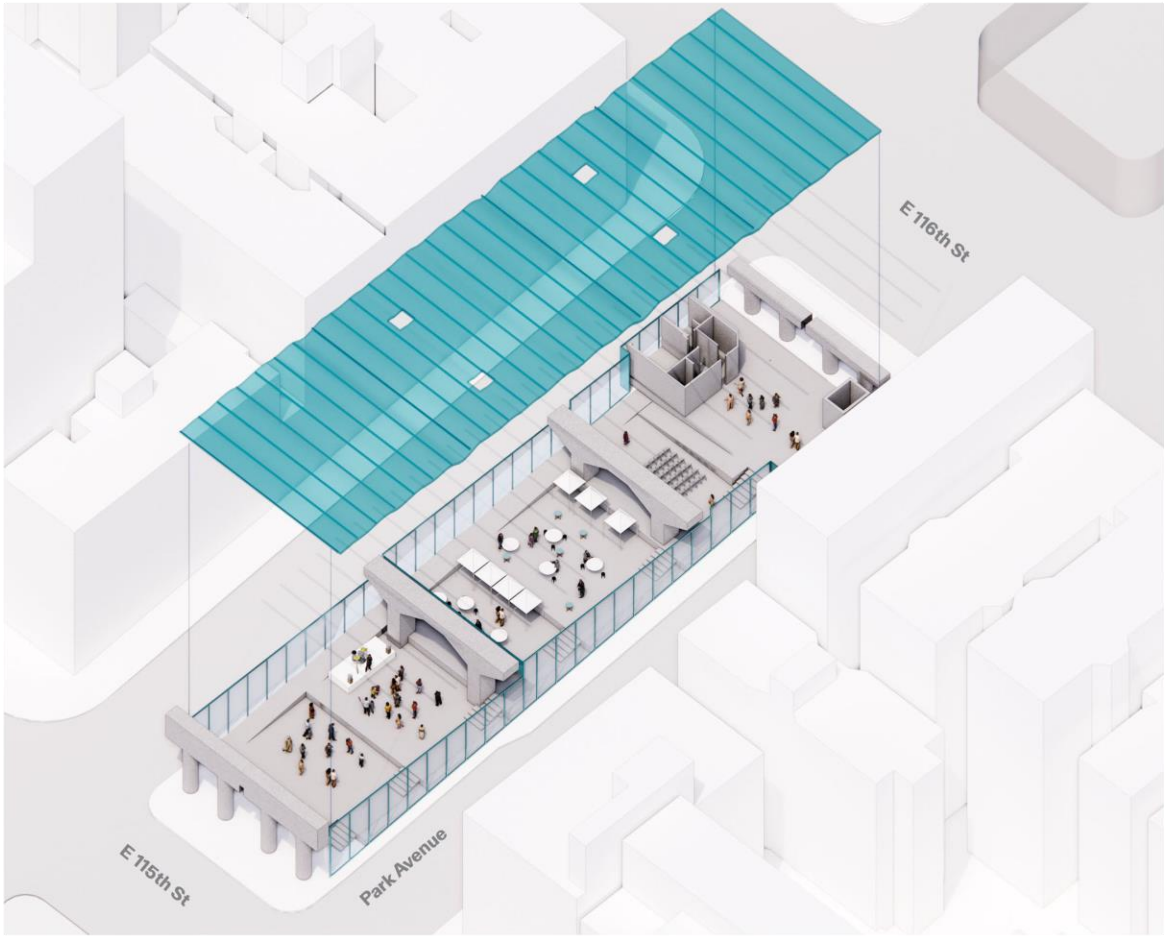
- **La Placita**
- **Public Market**
- **Municipal Grocery Store**
- **Public Market + Grocery Logistics and Parking**



NYC/EDC

La Placita

Lot 5

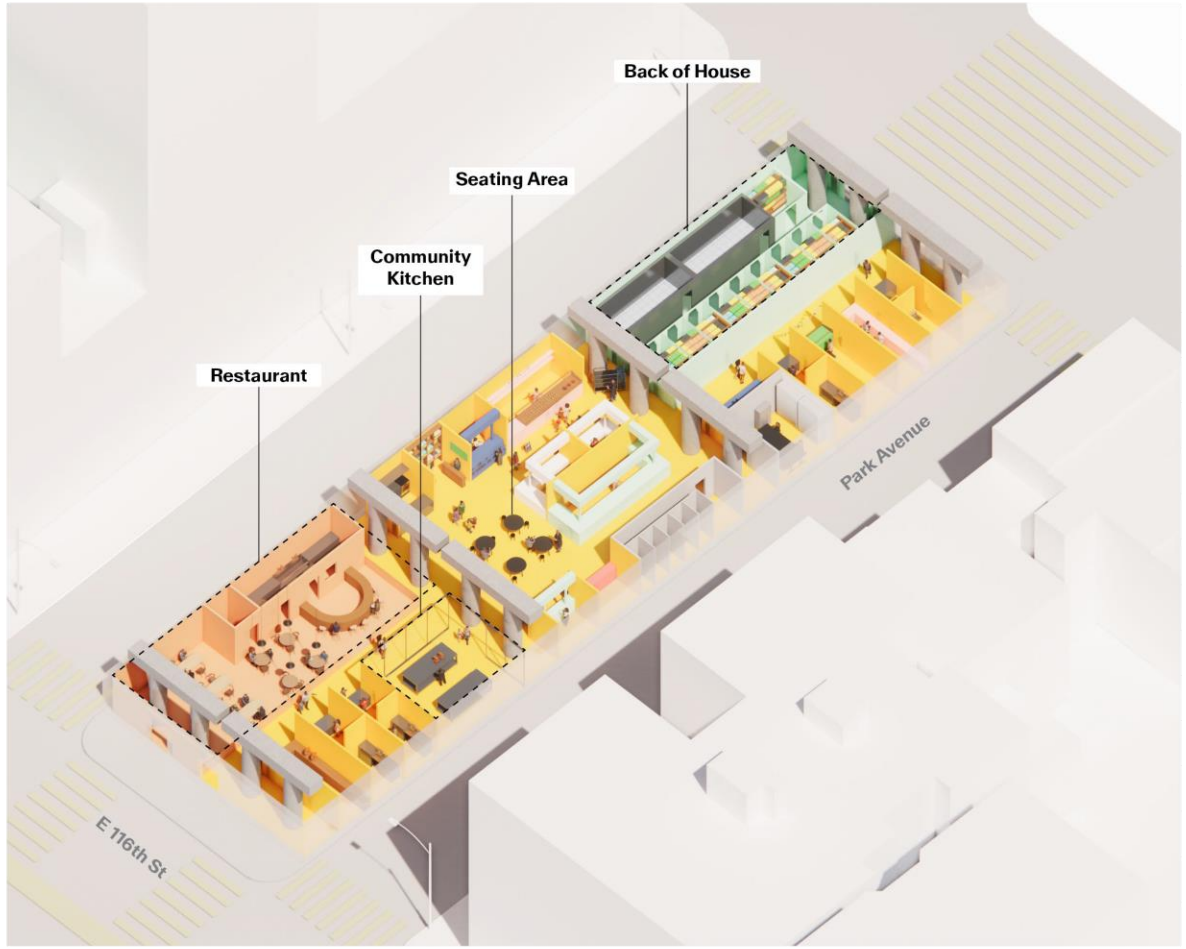


- **La Placita is a key community hub in East Harlem for culture, dance, & gathering**
- **Renovation of existing structure into a fully enclosed and conditioned community space**
- **Enough acoustic treatment to allow for conversation & Town Hall-type events**

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La Marqueta

Lot 6



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

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Lot 7 +8

Grocery Store, Support, and Parking



LOT 7

- **Community-oriented municipal supermarket for affordable food options**
- **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**

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Engagement Strategy Update

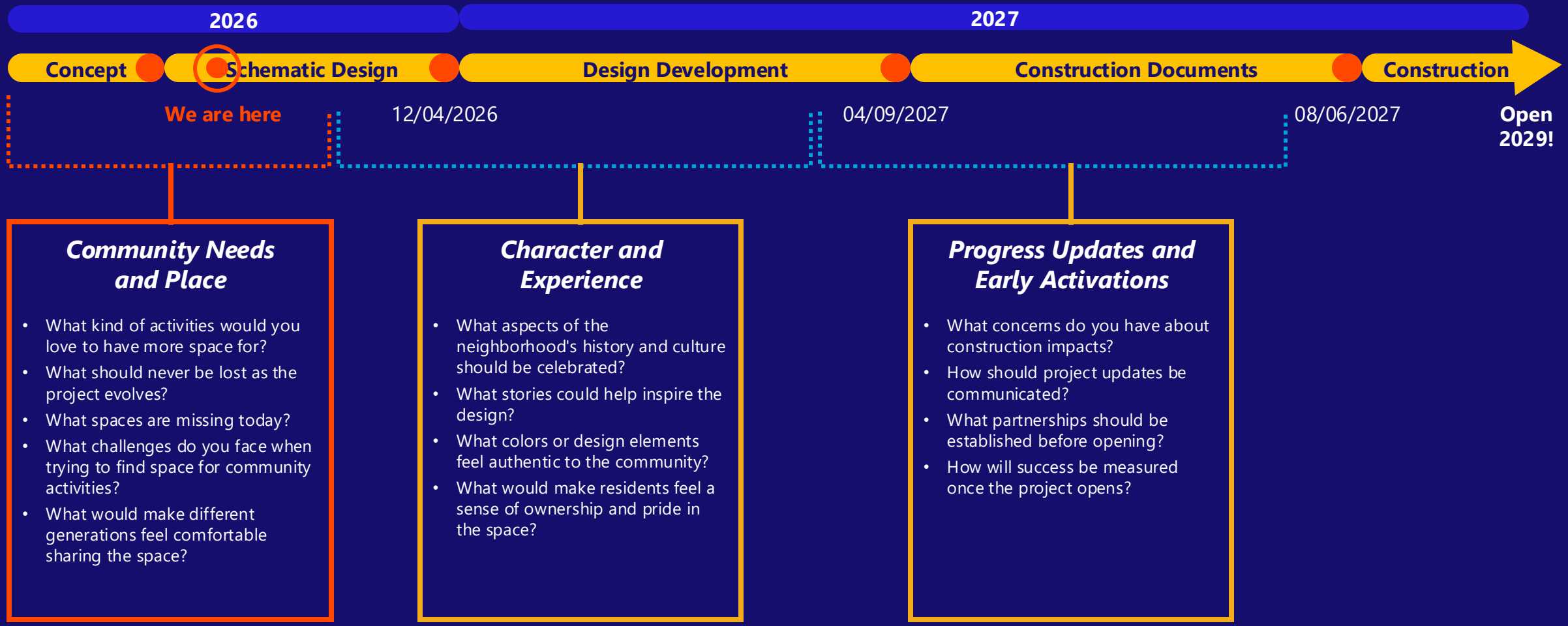
Overview

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Project Schedule for Lots 5-8

Design Schedule Overview



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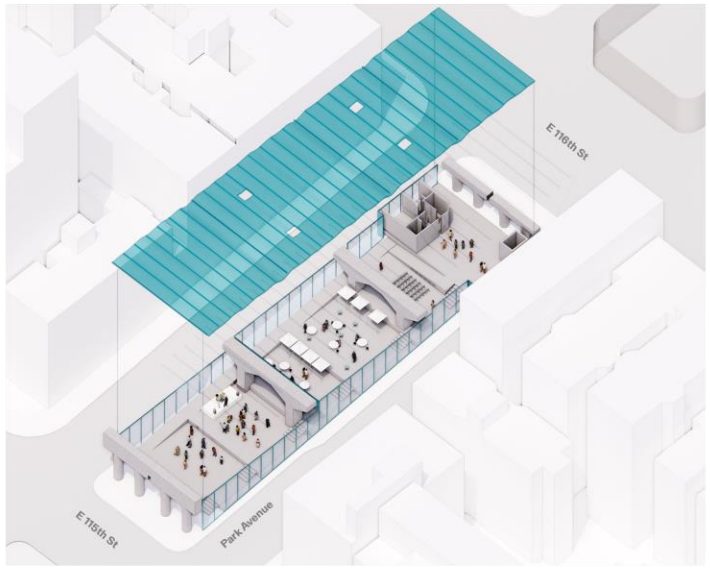
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Engagement Approach: Early Planning

Programming and Events Focus

Lot 5

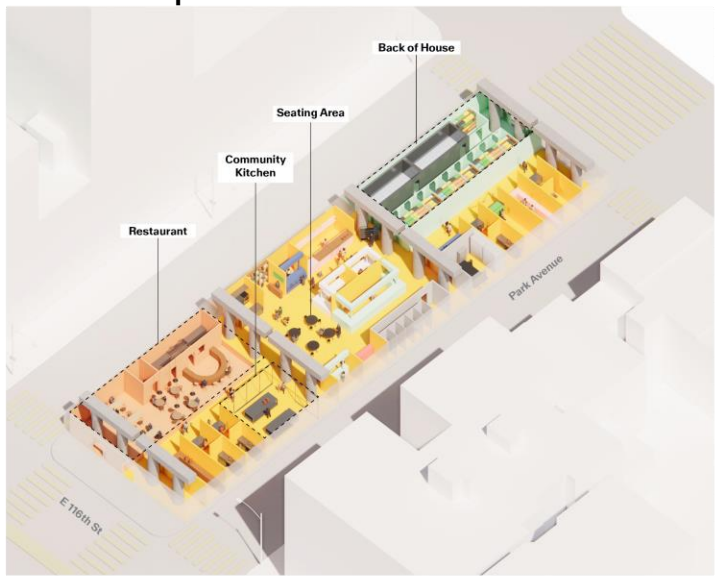
La Placita



Event experience today and the programming residents want to see.

Lot 6

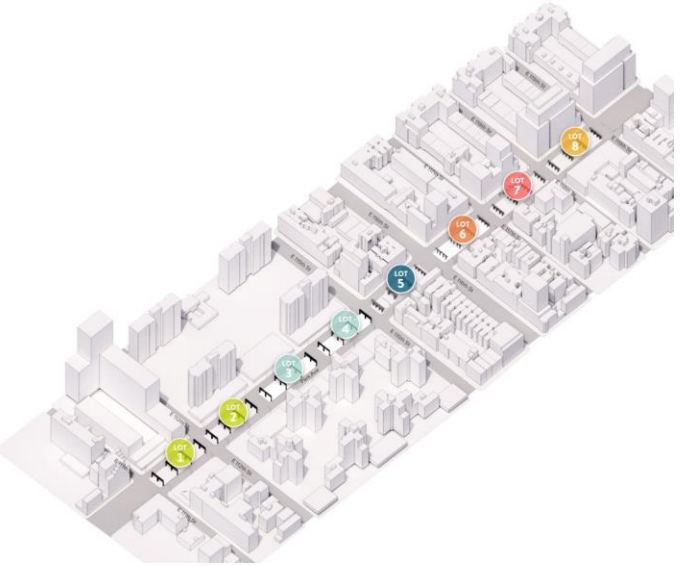
La Marqueta



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

Activation and Connectivity Focus

Campus



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

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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

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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

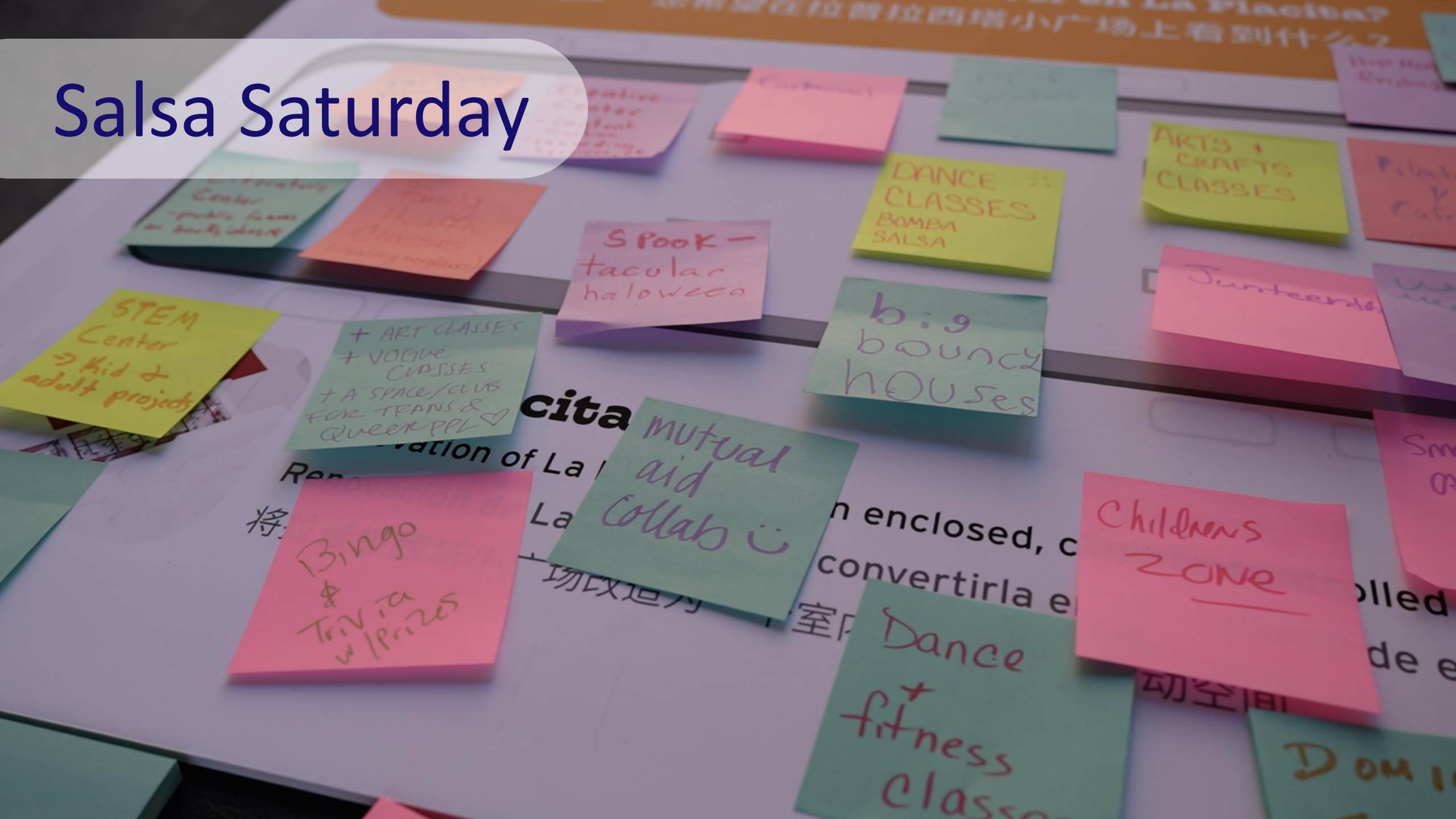
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Party on Park

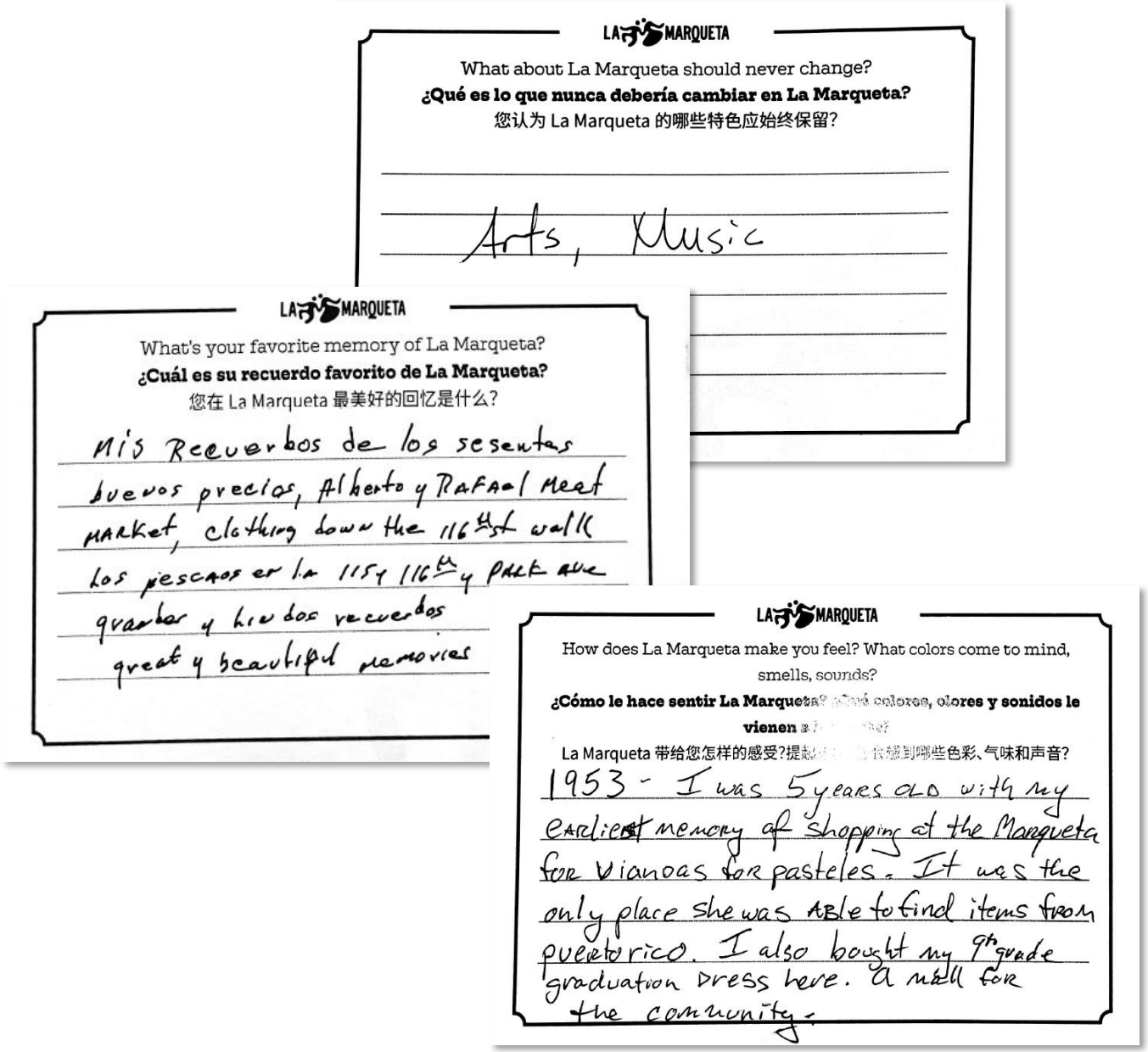


Salsa Saturday



Love Notes to La Marqueta

- **Deep connection to La Marqueta's history and identity.**
- **A desire to preserve what makes La Marqueta special,** its culture, character, and sense of community.
- **Support for local vendors and small businesses is central.**
- **More reasons to gather and spend time** with events, activities, food, arts, and community gathering.
- **Change should build on La Marqueta's legacy,** staying rooted in what the community already values (art, music, food).

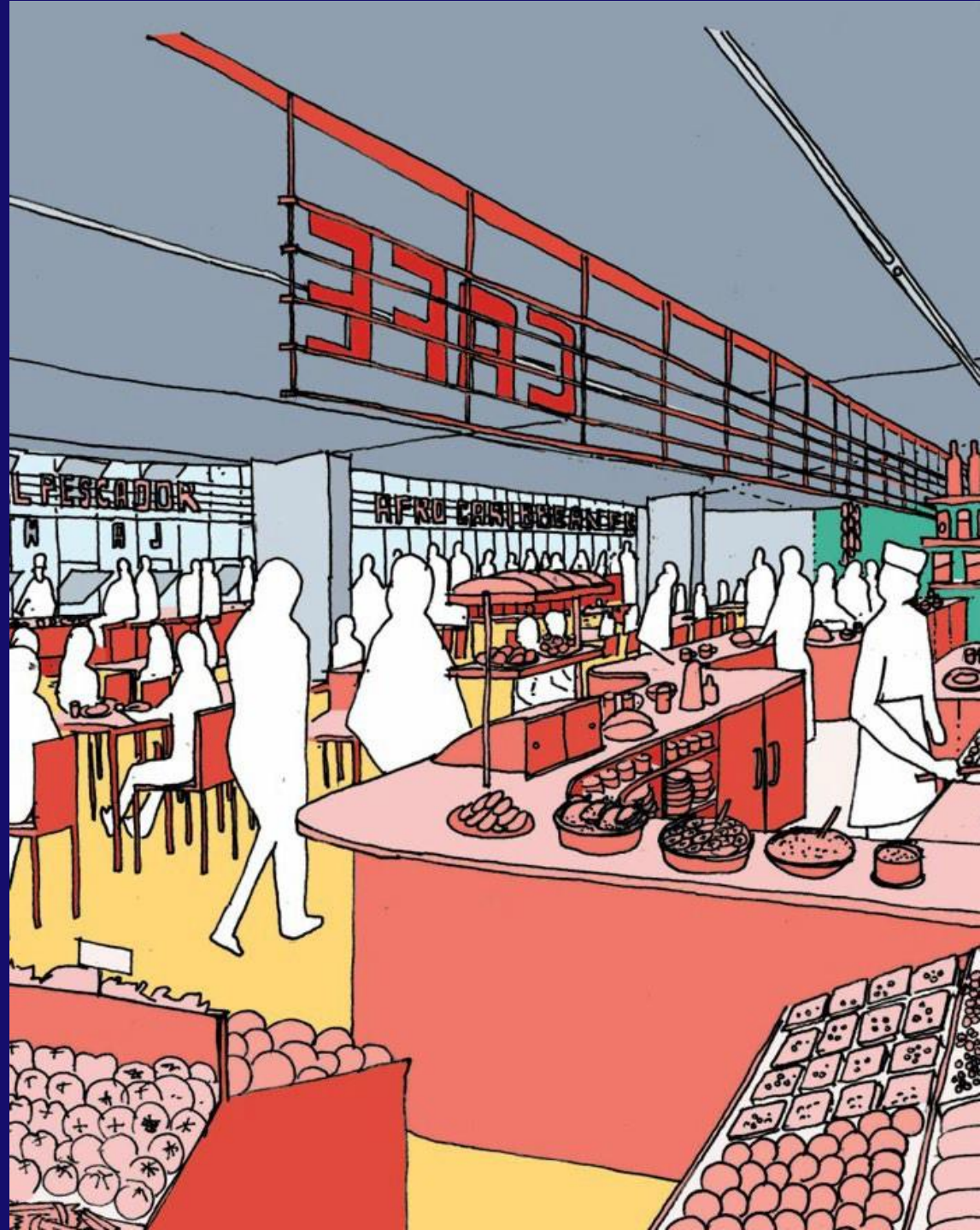


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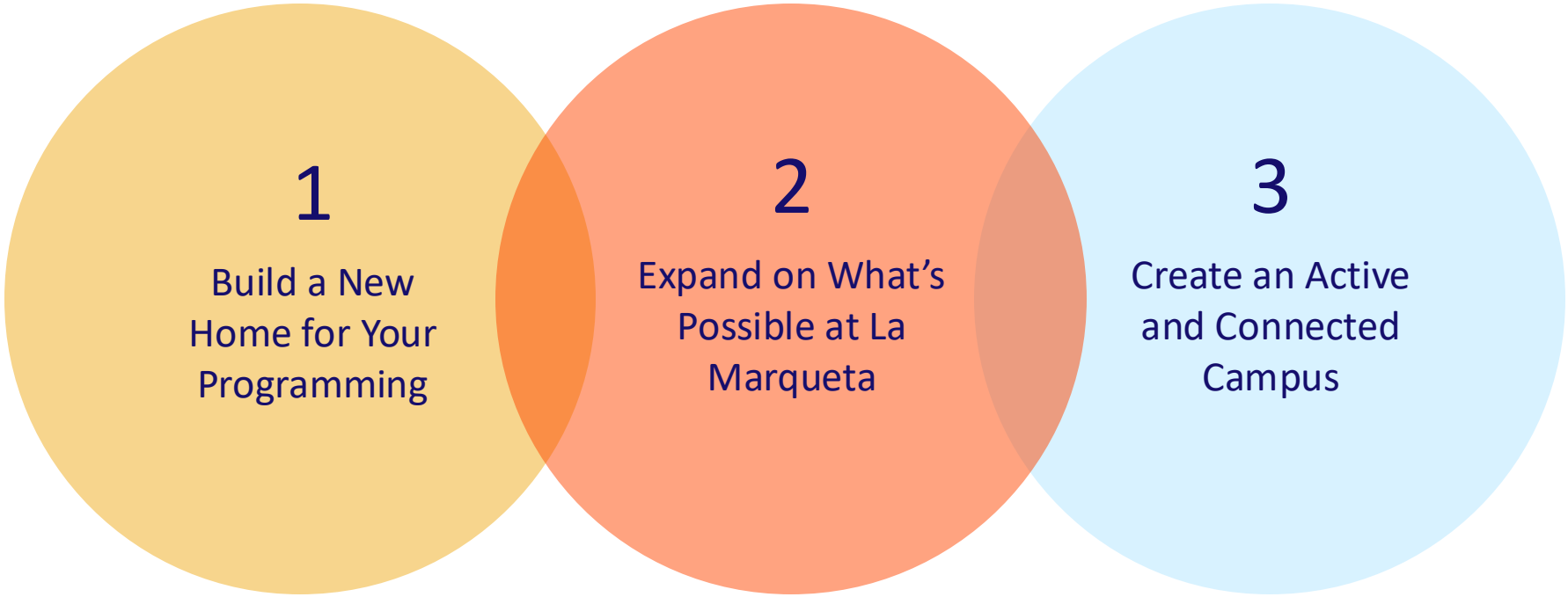
What We're Hearing

Activate La Marqueta!

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Engagement Goals



- 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?

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What We're Hearing

Overview

Not enough space for dancing!

Build on the events and traditions people value
Preserve and expand markets, music, dancing, arts, food, and other activities that bring the community together.

Think about for space for families.

Create more reasons to gather and stay
Provide welcoming places for people of different ages to eat, sit, meet, participate in activities, and spend time together.

Ensure electric grid can support activities.

Provide the infrastructure that makes activity possible
Improve event infrastructure, vendor support, storage, accessible restrooms, utilities, sound, lighting, and connectivity.

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

Connect the campus through a shared identity
Use coordinated programming, signage, lighting, public art, and storytelling to make the lots feel like one connected place.

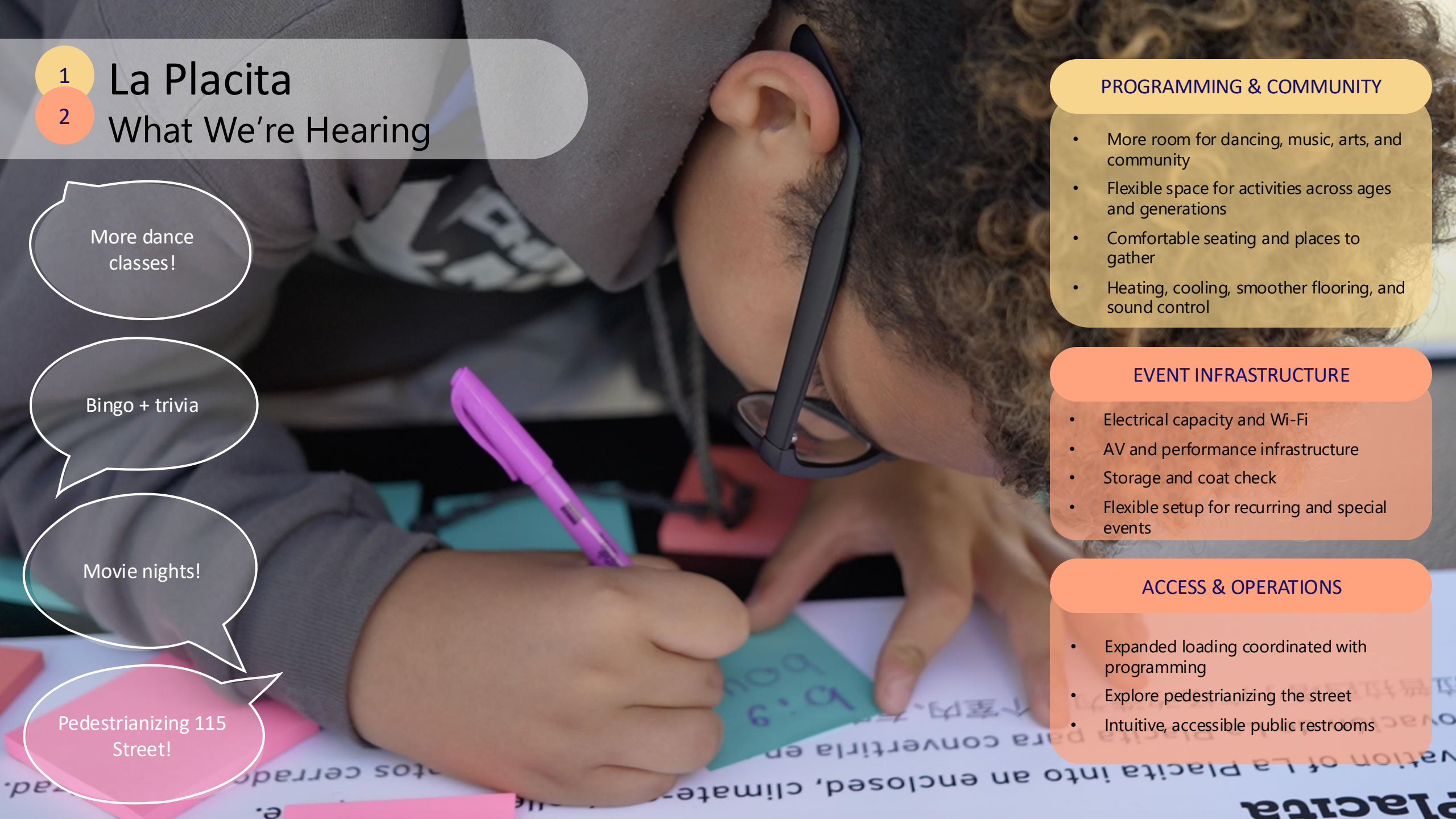
Should pay homage to the history of the site!

Make La Marqueta's story visible
Integrate history, culture, oral storytelling, exhibits, public art, and interpretation into the space.

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.

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1
2

La Placita
What We're Hearing

More dance classes!

Bingo + trivia

Movie nights!

Pedestrianizing 115 Street!

PROGRAMMING & COMMUNITY

- More room for dancing, music, arts, and community
- Flexible space for activities across ages and generations
- Comfortable seating and places to gather
- Heating, cooling, smoother flooring, and sound control

EVENT INFRASTRUCTURE

- Electrical capacity and Wi-Fi
- AV and performance infrastructure
- Storage and coat check
- Flexible setup for recurring and special events

ACCESS & OPERATIONS

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

1
2

La Marqueta
What We're Hearing



"Integrate exhibits and oral histories into the space and design."

"Spice + tea shop"

"Traditional handmade woodwork"

IDENTITY & LEGACY

- Honor the history and cultural identity of La Marqueta
- Integrate art, murals, storytelling, and interactive elements
- Highlight the market's vendors, traditions, and role in East Harlem

GATHERING & EXPERIENCE

- Provide shared eating and gathering spaces
- Create welcoming spaces for families and multiple generations
- Incorporate food, art, music, and cultural activities into the market experience

VENDOR INFRASTRUCTURE

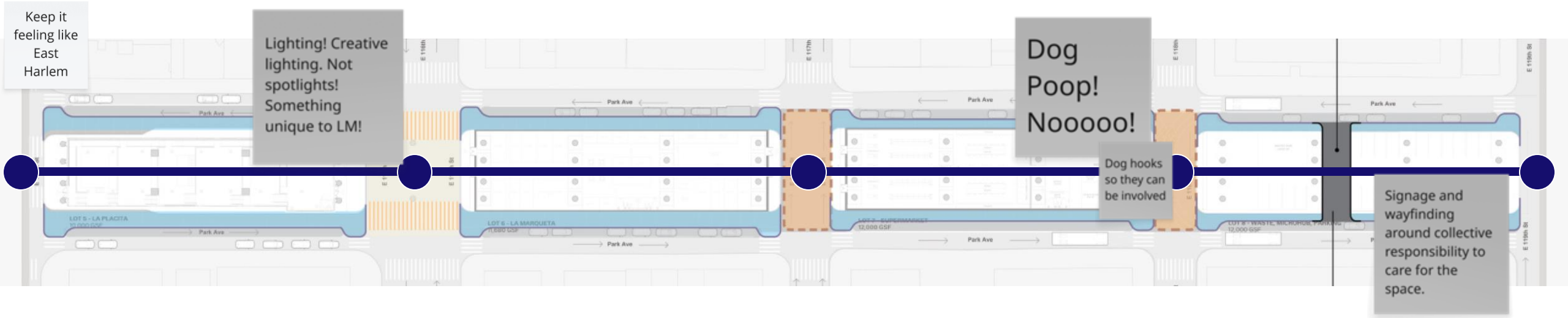
- Hoods, water, dishwashing, storage, and preparation space
- Back-of-house support and waste management (incl. composting)
- Infrastructure that accommodates a diverse vendor mix
- Provide training and support for emerging vendors

3

Campus

What We're Hearing

"Activate the space in-between!"



CONNECTIVITY

Make movement between the lots clearer, easier, and more inviting.

IDENTITY & STORYTELLING

Use art, history, culture, and vendor stories to create a shared identity across the campus.

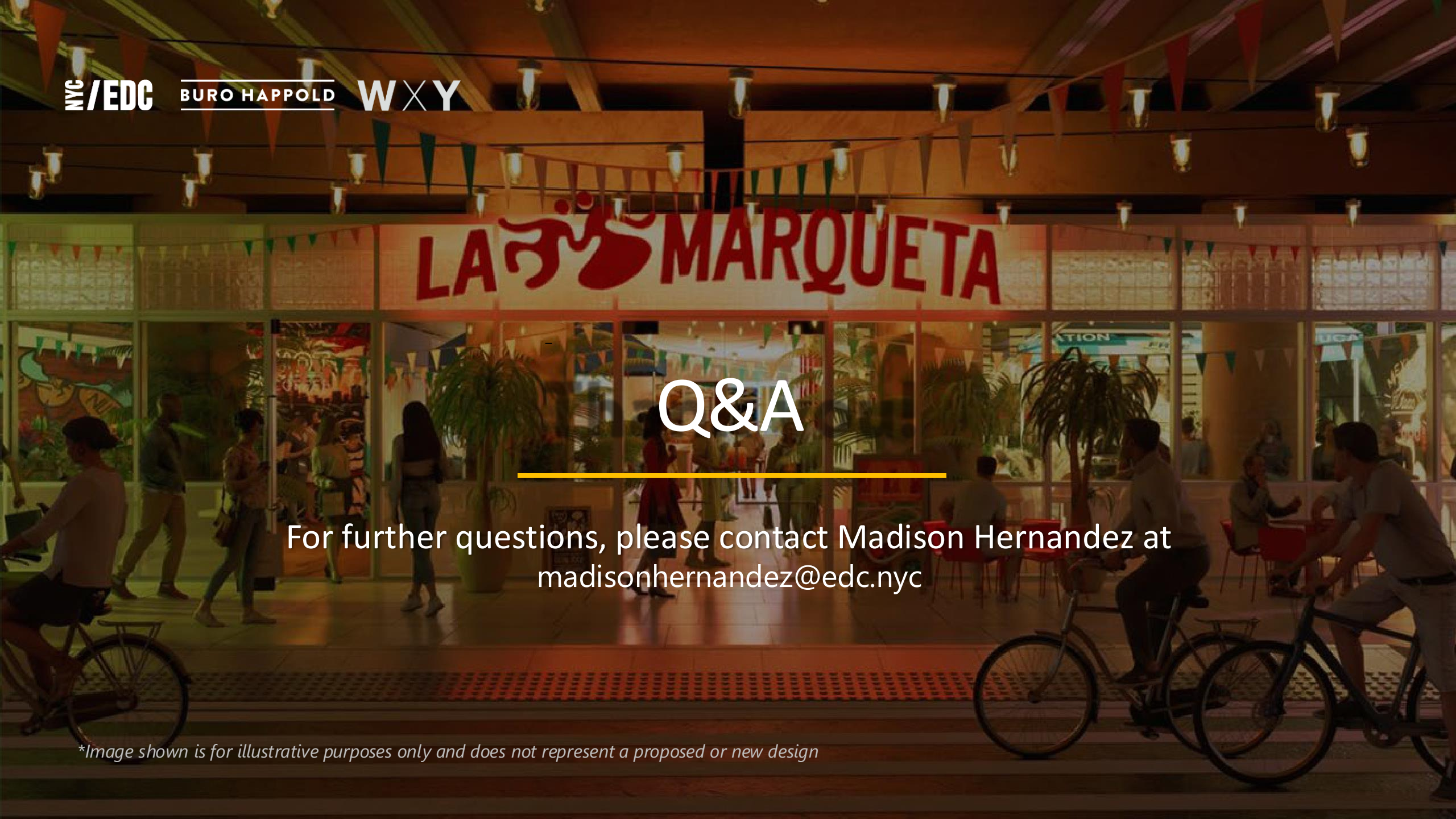
LIGHTING & WAYFINDING

Use distinctive lighting and coordinated signage to strengthen visibility, comfort, and recognition.

CARE

Support cleanliness, safety, and a shared sense of responsibility for the site.

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Q&A

For further questions, please contact Madison Hernandez at madisonhernandez@edc.nyc

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Phase 01 Redevelopment

Opening in 2029

We Want to Hear From You!

Scan to take the survey

Or visit:
https://forms.cloud.microsoft/r/34mxsvuQjf

- *What are you hearing from the communities you represent? Are there needs or gaps that a redeveloped La Marqueta could help address?*
- *What kinds of events, activities, or programming would you like to see at La Placita?*
- *What types of vendors, businesses, or services would you like to see at La Marqueta?*

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Thank you!

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