



CITY OF NEW YORK

**MANHATTAN COMMUNITY BOARD FOUR**

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**CHRISTINE BERTHET**  
Chair

**ROBERT J. BENFATTO, JR., ESQ.**  
District Manager

July 28, 2014

Borough Commissioner Margaret Forgione  
Department of Transportation  
59 Maiden Lane, 35th Floor  
New York, NY 10038

**Re: No Standing Zone Sign Change in Front of the Yotel 570 10th Avenue**

Dear Commissioner Forgione:

Manhattan Community Board 4 would like to recommend the change of a “No Standing” sign in front of the Yotel Hotel at 570 10<sup>th</sup> Avenue. Currently there are two signs – one that reads “No Standing 7am – 10 am 4pm – 7pm Except Sunday” and the second, below the first, saying “No Standing Hotel Loading Zone.”. We request that the times on the “No Standing” sign be adjusted to read “No Standing 7am – 10 am **5pm – 7pm** Except Sunday.”

The proposed one hour change is a small one that is intended to permit the Yotel to better utilize their hotel loading zone.. Currently cars picking up and dropping of guests in front of the hotel are being ticketed during the “No Standing” hours.

DOT installed the “No Standing” signs because of the heavy traffic on 10<sup>th</sup> Avenue during these hours. While we appreciate this effort to address a Community Board concern, we are not sure this is an effective means to address the problem. The high turnover for the hotel loading (Yotel is a 668 room hotel), particularly at these hours, does not bode well for even an active enforcement policy of No Standing to work. Street (versus Avenue) loading on adjacent parts of West 41<sup>st</sup> or West 42<sup>nd</sup> Streets near the hotel are not viable during these hours for similar traffic reasons.

We thus recommend this one hour change as a means for DOT to monitor the area and to see if the traffic pattern on 10<sup>th</sup> Avenue changes during the hour We ask DOT to report back 6 months after the change in parking regulation.

Sincerely,

Christine Berthet  
Chair

Jay Marcus  
Co-Chair, Transportation  
Planning Committee

Ernest Modarelli  
Co-Chair, Transportation  
Planning Committee