



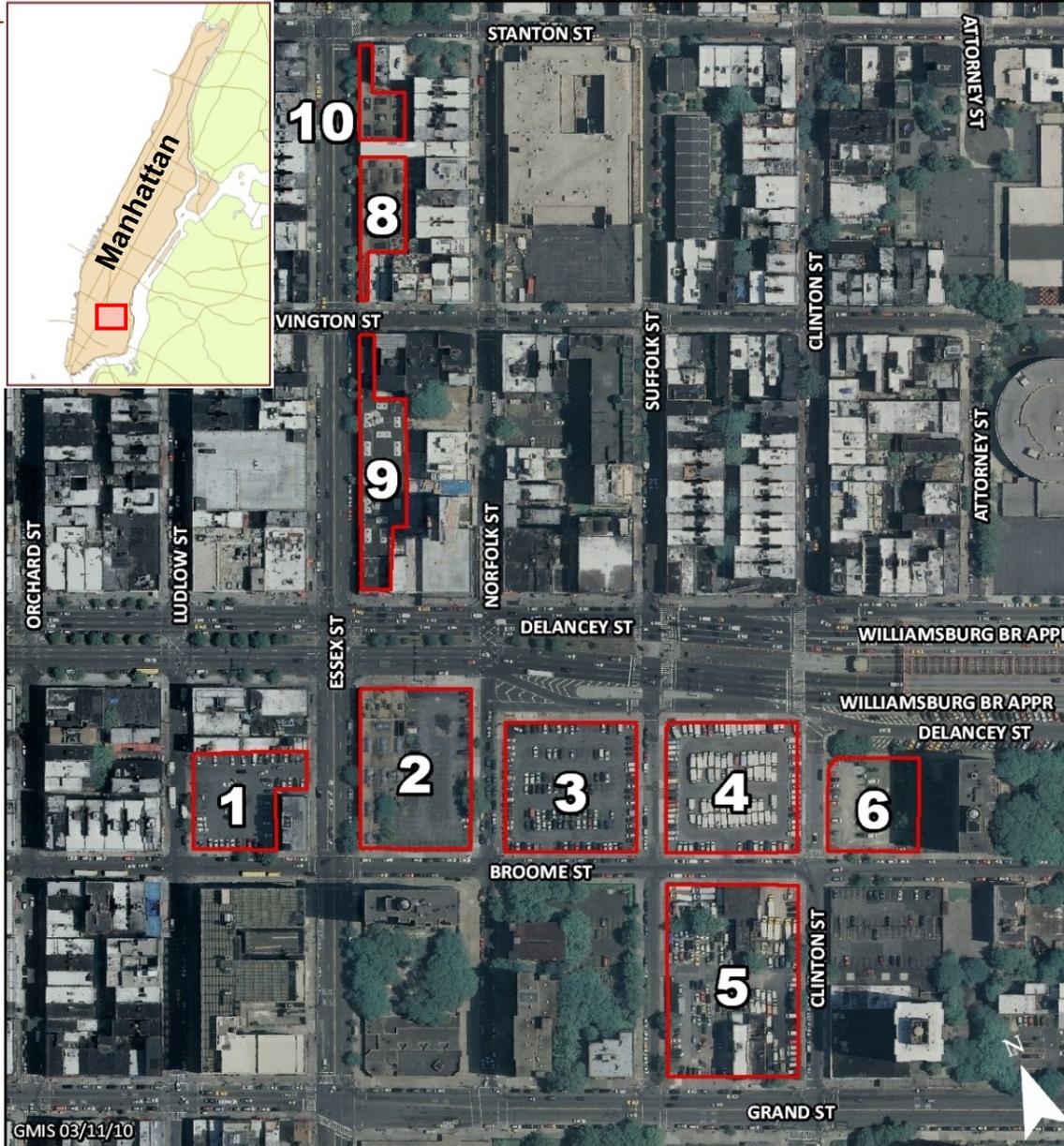
Seward Park Mixed-Use Development Project

CB 3 Land Use, Zoning, Public & Private Housing Committee Meeting

March 8, 2012



Site Map



Project Opportunities

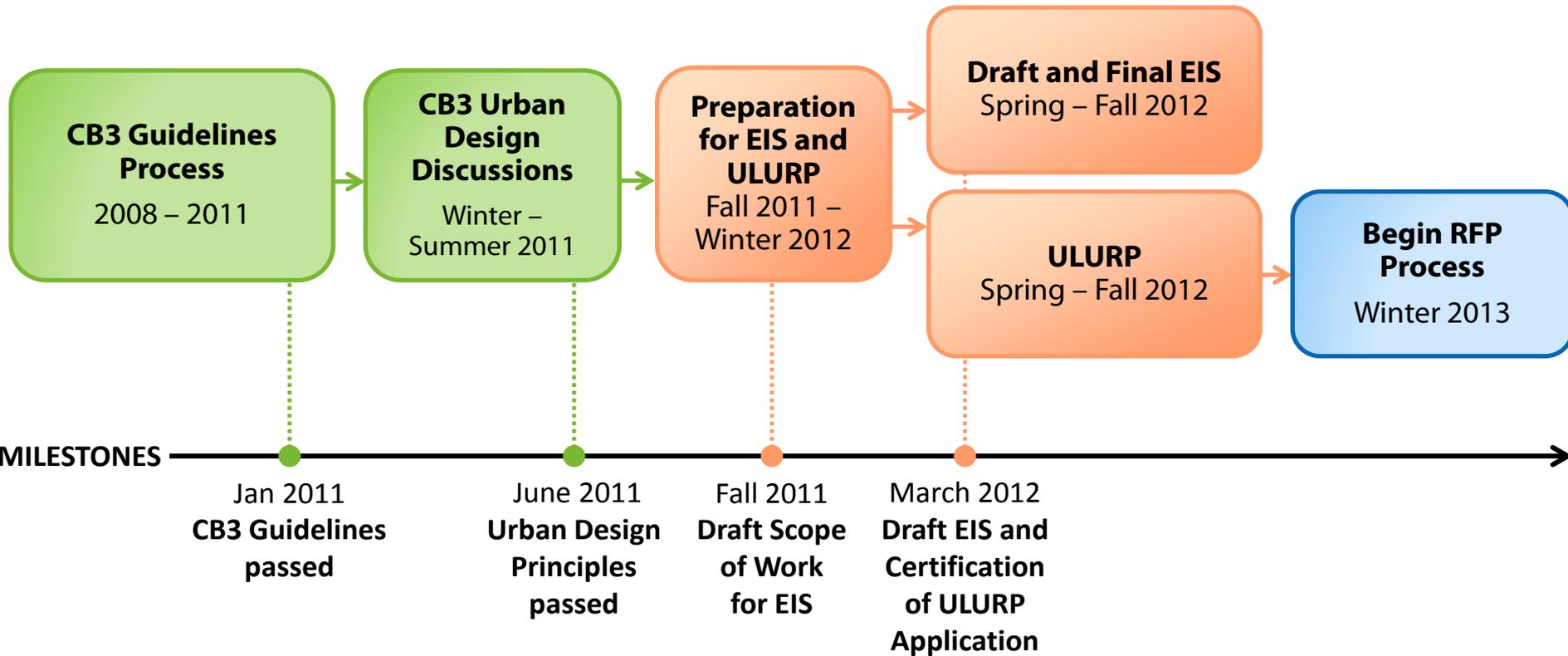
- Project will fill a gap in the urban fabric that has persisted for 45 years.
- Community Guidelines and Urban Design Principles passed in 2011 reflect collaboration from a wide variety of stakeholders.
- Project could bring 1.65 million square feet of mixed-use development to the Lower East Side.

Project Goals

- Create a thriving, financially viable, mixed-use development
- Provide affordable and market-rate housing units, retail and other commercial uses, and neighborhood amenities
- Knit these sites back into the larger, vibrant Lower East Side neighborhood

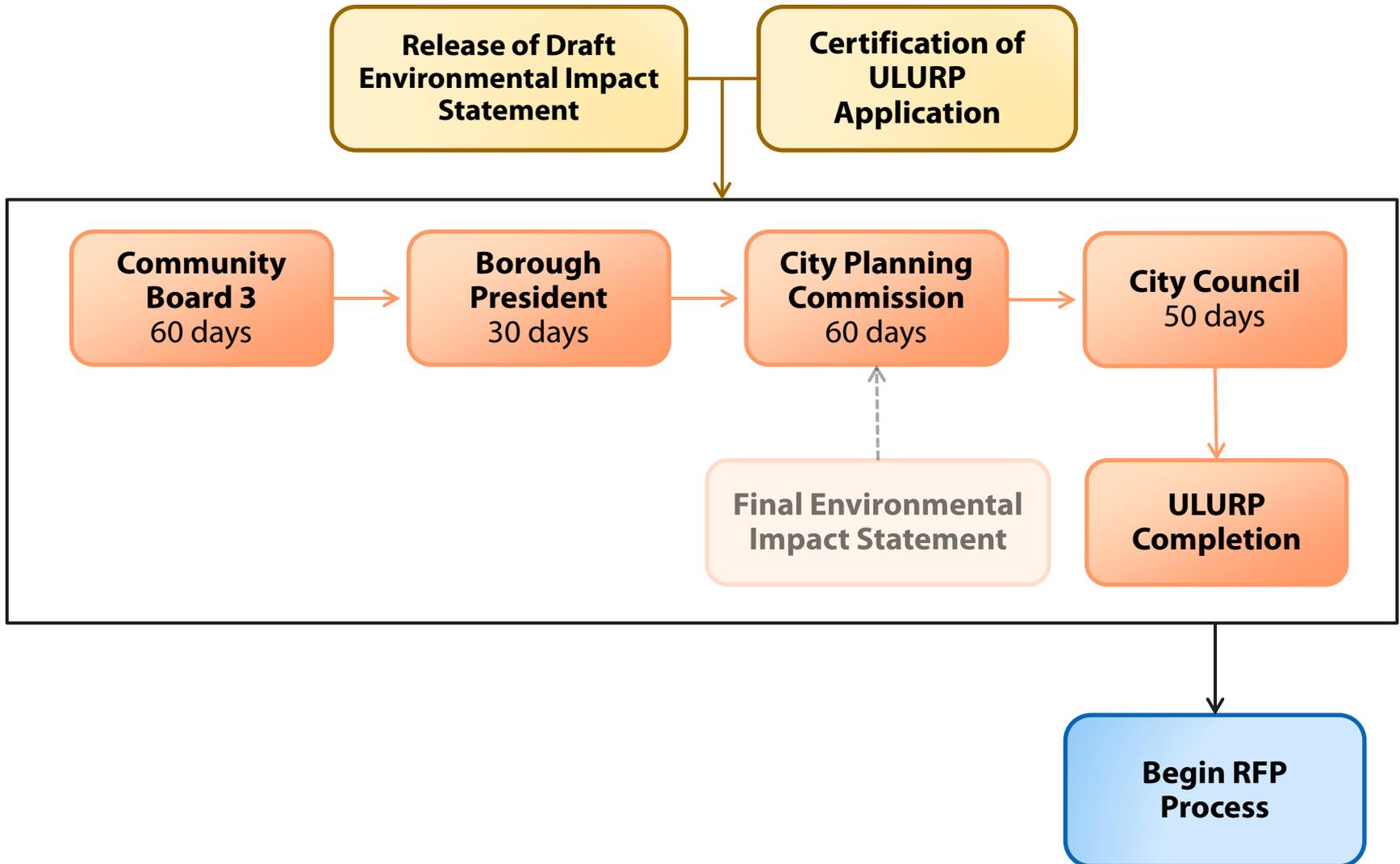


Project Timeline



Overview of Public Review Process

Start of ULURP



Overview of Project Description

*Excerpts from Community
Board 3 Guidelines and
Urban Design Principles
shown in blue italics on
each slide*

- **Mixed-Use Character**
- **Mixed-Income Housing**
- **New Commercial Development**
- **Civic Uses**
- **Retail Diversity**
- **Street Life**
- **Essex Street Market**
- **Open Space**
- **Parking**
- **Urban Design**

Project Will Be Mixed-Use and Mixed-Income

“The mixed-use, mixed-income character of the neighborhood must be reflected in the development plan for the sites.”

Mixed-Use Character

- Ratio of Residential to Commercial would be 60/40
- Community Facilities would also be encouraged



Project Will Be Mixed-Use and Mixed-Income

*“At least 800 and preferably more than 1,000 housing units must be provided...”
~50% at market-rate, ~10% for middle-income households (HHs), ~10% for moderate-income HHs, ~20% for low-income HHs, and ~10% for low-income seniors*

Mixed-Income Housing

- 900 units of housing, of which 50% would be affordable
 - 20% Low-income
 - 10% Moderate-income
 - 10% Middle-income
 - 10% Seniors
- Allows for ownership, rental and other types of housing

Project Will Allow Variety of Commercial & Civic Uses

“Non-retail, commercial development—including office, hotel and/or a movie theater—shall be provided.”

New Commercial Development

- Range of possible uses, including office, movie theater, hotel, grocery store, and a variety of retail
- Potential for a fully commercial building (i.e., office) on Sites 2 and/or 3
- HireNYC Program for new permanent jobs
- Entrepreneurship opportunities in expanded Essex Street Market

“The site development must include community, cultural and/or institutional (‘civic’) uses and amenities that benefit residents of all ages.”

Civic Uses

- Project allows for variety of community facilities (i.e., medical center, day care, non-commercial art galleries)

Opportunity for Essex Street Market to Grow as Community Amenity



"...if the Market is to be relocated, it must remain public and be moved to a superior site on a major street to accommodate a larger market with more goods and services."

Essex Street Market

- A new, expanded facility on Site 2 would:
 - House a variety of vendors, products, price points and stall sizes
 - Provide vendors in the existing market with first opportunity to relocate into an updated, more energy efficient facility
 - Create new entrepreneurship opportunities for additional vendors
 - Better integrate the market into the public realm
- If a new market facility is built on Site 2, the existing facility on Site 9 would not be closed until the new facility is ready for occupancy



Project Will Create Retail Diversity

“The sites along Delancey Street and Grand Street should be rezoned to include a commercial overlay.”

“Retail should be maximized in street-level building frontages along major streets”

Retail Diversity

To encourage a strong and varied retail mix, serve a range of shopping needs, and support the viability of the retail uses:

- A commercial overlay will be placed on Sites 3-6
- Dynamic storefronts and diversity of store sizes, services and products will be encouraged
- ULURP allows for larger retail uses such as department stores and restaurants, as well as smaller specialized uses such as jewelry-making and custom printing

Project Will Create Vibrant Street Life

“The site area’s design should be done so as to maximize street life.”

Street Life

- To provide active street life, ULURP includes urban design requirements for windows on the ground floor.
- Consistent street walls, widened sidewalks, and street trees will all be incorporated into the project.
- Loading zones/curb cuts will be located on smaller side streets to allow for Delancey, Essex and Broome Streets to become active, retail corridors.



Open Space Will Be An Integral Part of the Project

“Public open space of not less than 10,000 SF should be provided on the north side of Site 5 or the south side of Sites 2, 3 or 4.”

Open Space

- 10,000 SF public open space on Broome St (Site 5)
- A process will be established to incorporate community input into the design of the open space after ULURP.



*Illustrative Rendering:
View along Broome from
Clinton, looking west
towards Essex Street*

Parking Will Continue to Be Amenity but Move Underground

“The development should include approximately the same amount of public parking as currently exists for cars”

“All future parking lots on any of the sites should be underground.”

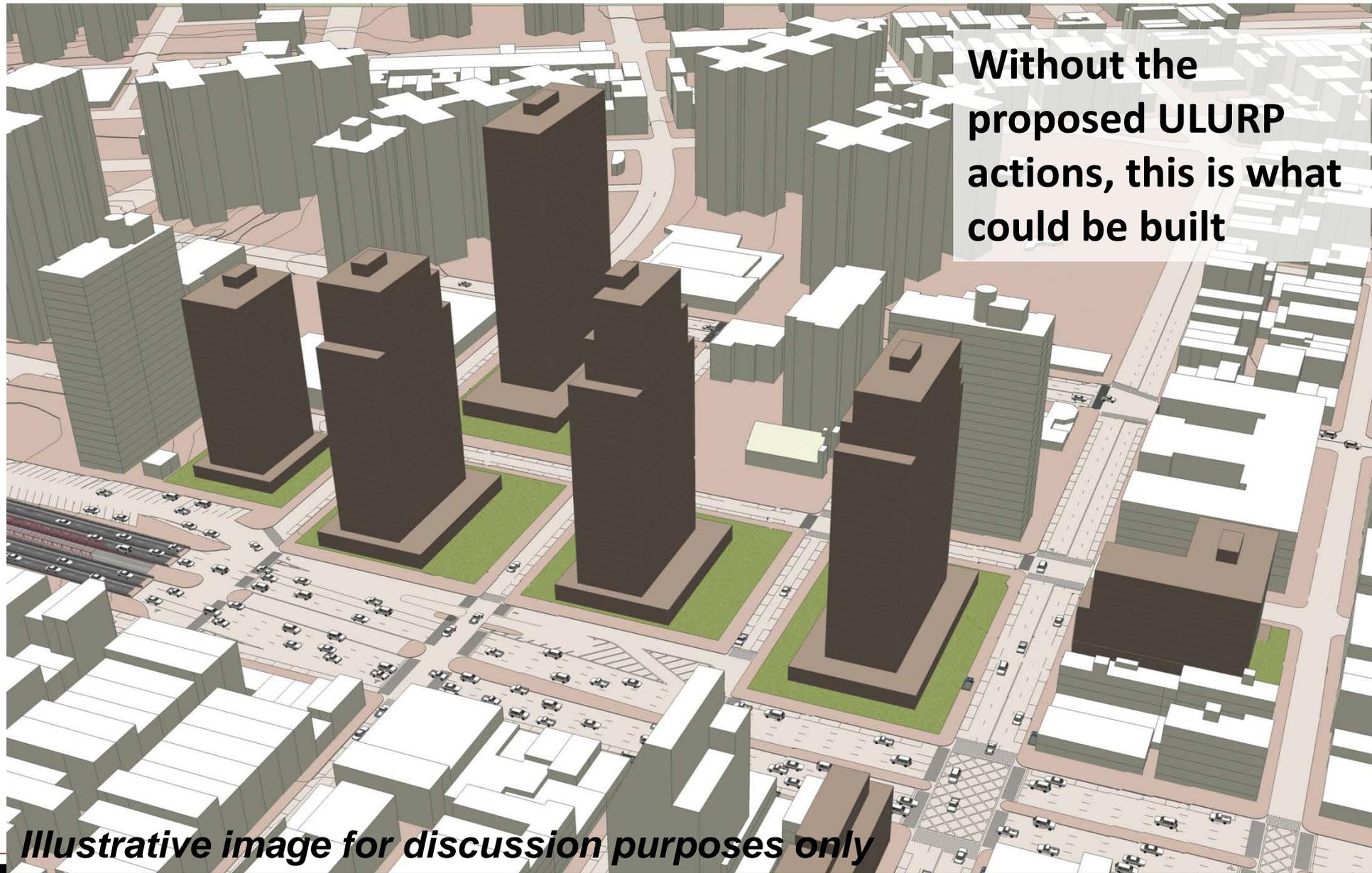
Parking

- Permits for public parking garages allowed for 4 sites (Sites 2 – 5)
- Proposed permits allow for only underground parking.
- Maximum number of spaces for entire project is capped at 500 spaces.



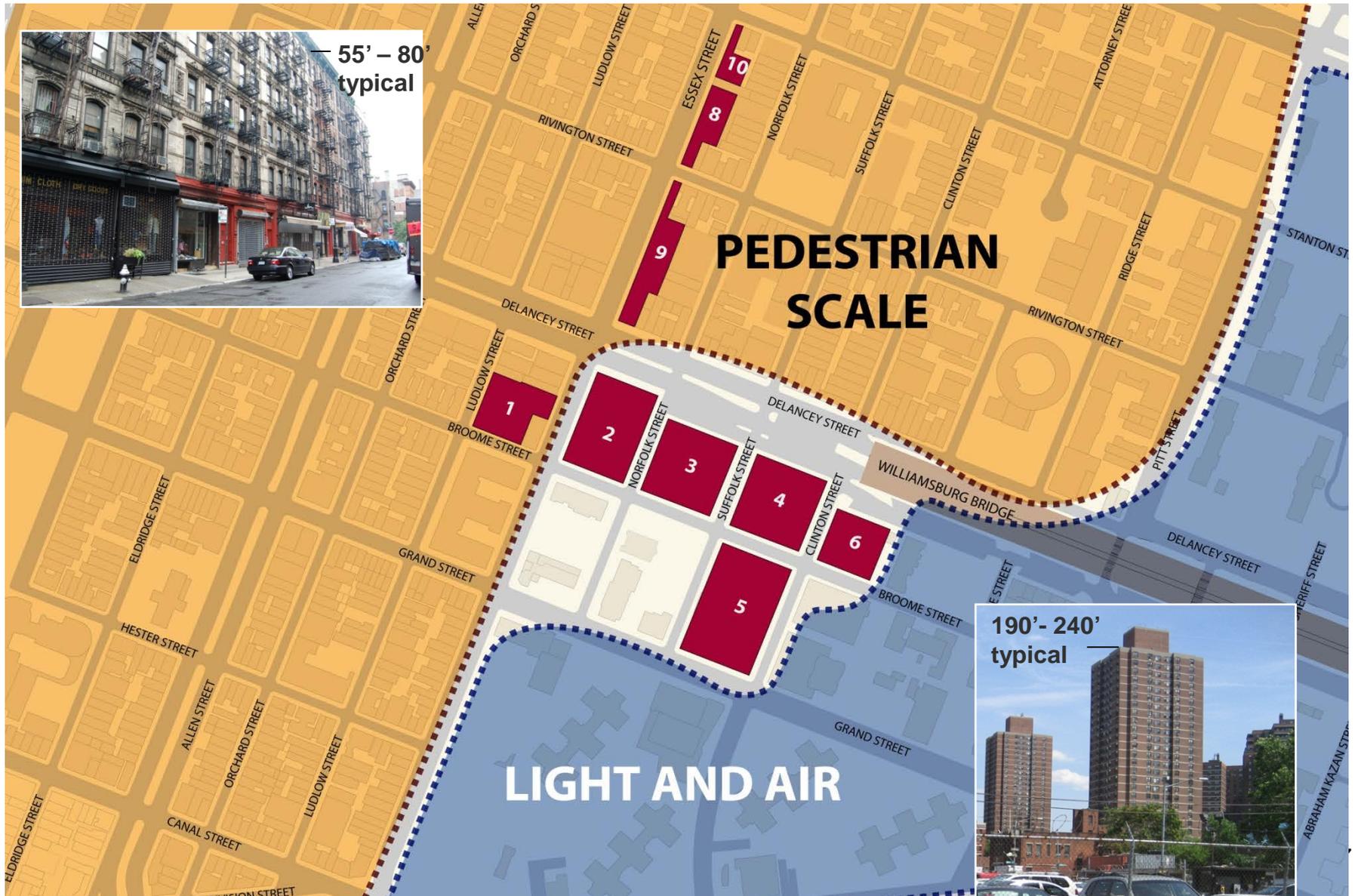
Urban Design – As of Right Density and Form

Without the proposed ULURP actions, this is what could be built



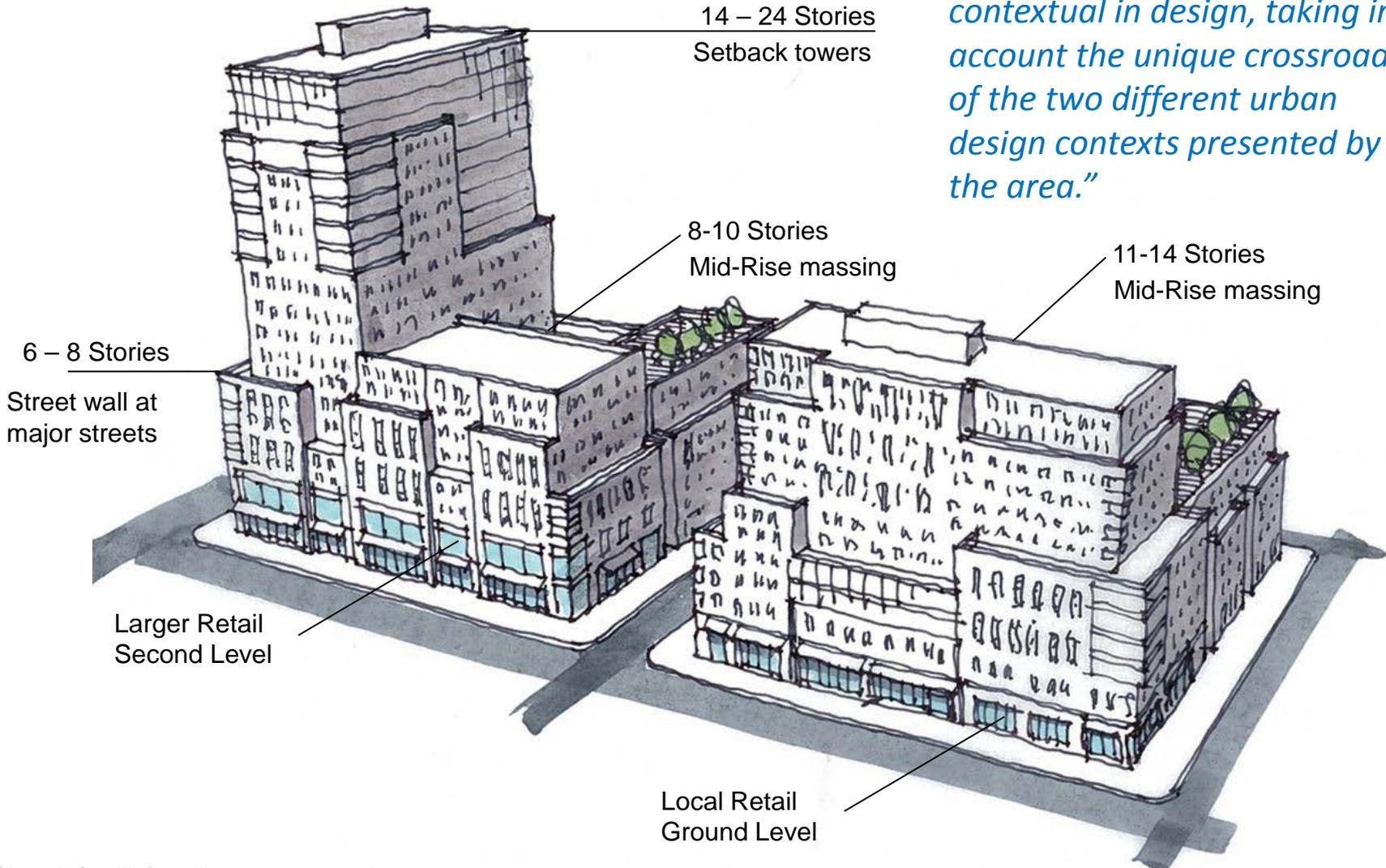
Illustrative image for discussion purposes only

Urban Design Will Utilize Best of Neighborhood Contexts



Urban Design Will Utilize Best of Neighborhood Contexts

“The buildings should be contextual in design, taking into account the unique crossroads of the two different urban design contexts presented by the area.”



Sketch for illustrative purpose only

Understanding the ULURP Application: Overview

- **Major ULURP actions include:**
 - Large Scale General Development special permits
 - Rezoning to add commercial overlay
 - Public parking garage special permits
 - Disposition of sites
 - Mapping Application
- **Technical drawing set**

Understanding the ULURP Application

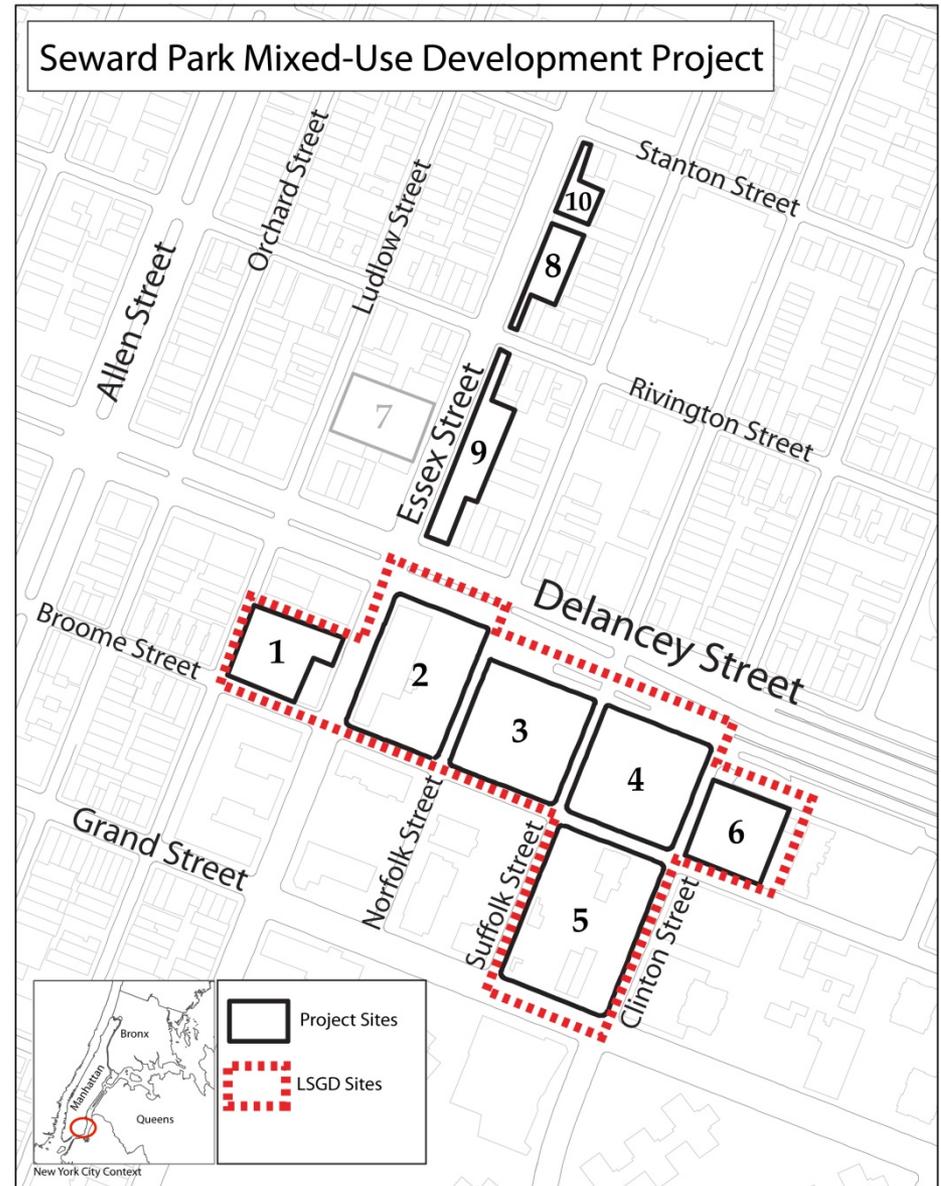
- Major ULURP actions include:
 - **Large Scale General Development special permits**
 - Rezoning to add commercial overlay
 - Public parking garage special permits
 - Disposition of sites
 - Mapping Application
- **Technical drawing set**

Understanding the ULURP Application: LSGD

Large Scale General Development (LSGD) special permit is a tool for accomplishing the recommendations in the CB3 urban design principles

Two Large Scale special permits related to:

- (1) Bulk waivers
- (2) Use waivers

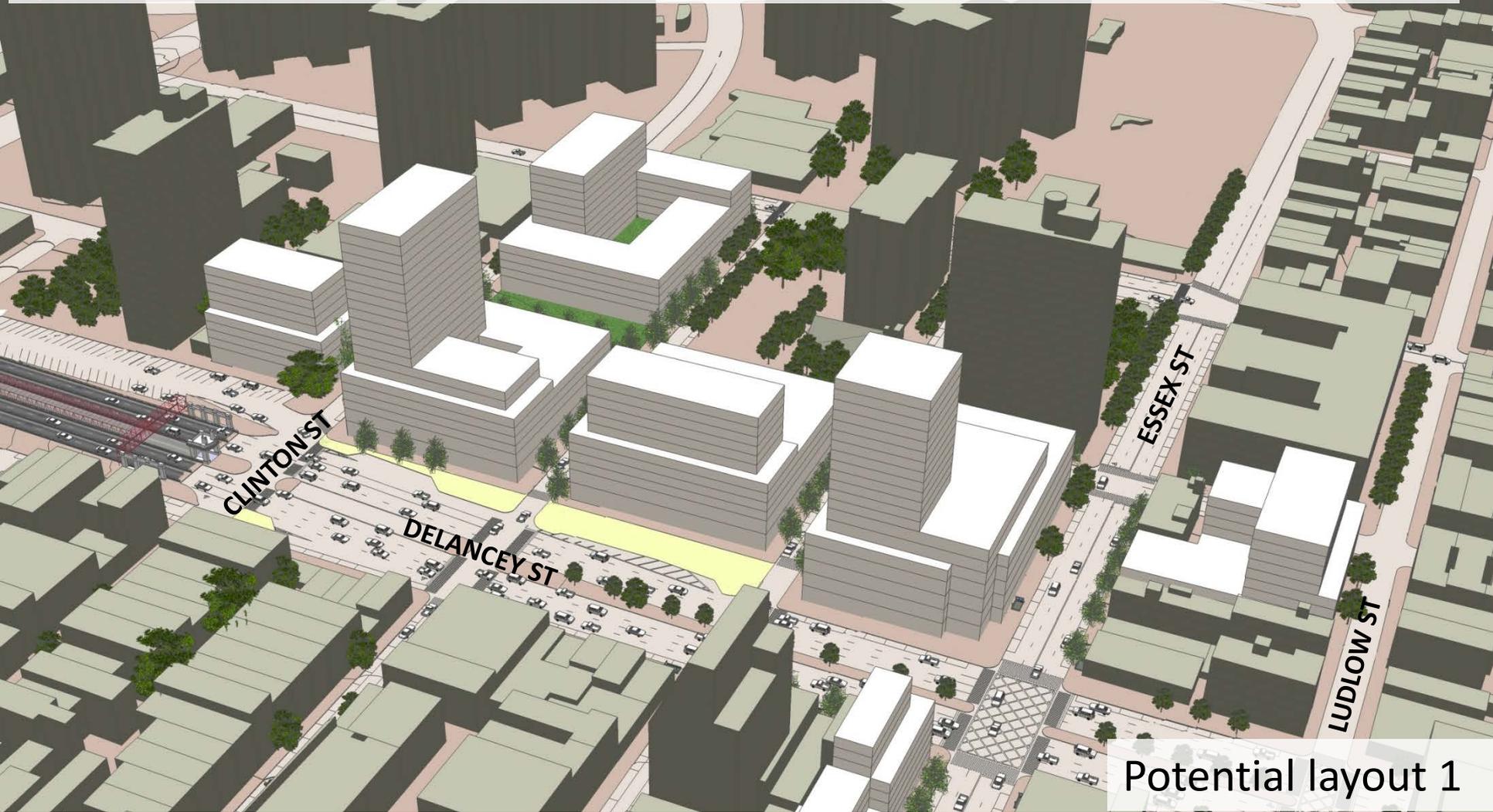


Understanding the ULURP Application: LSGD

- **LSGD special permit** provides the ability to:
 - Redistribute a limited amount of **bulk** in targeted locations to achieve a better site plan.
 - Total floor area permitted across all sites does not change.
 - Limit heights to conform to CB3 urban design principles
 - Sites 2 and 4: Up to 260-285 feet (~24 stories) on Delancey, Clinton and/or Essex Streets
 - Sites 1, 3, 5 & 6: Up to 160 feet (~14 stories)
 - Allow for some flexibility in tower orientation

Understanding the ULURP Application: LSGD

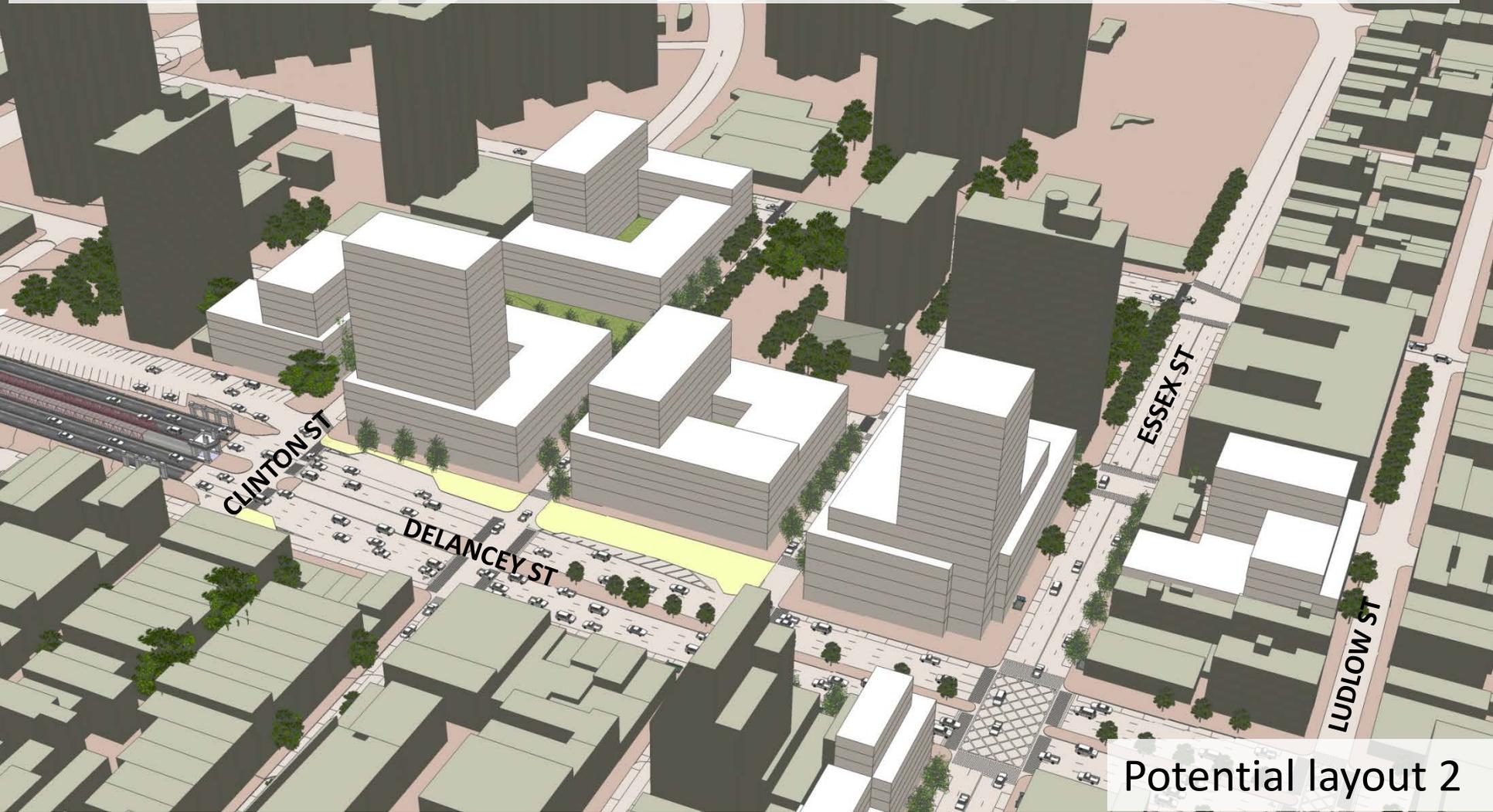
Large Scale General Development special permit will provide some flexibility in tower orientation and design



Potential layout 1

Understanding the ULURP Application: LSGD

Large Scale General Development special permit will provide some flexibility in tower orientation and design



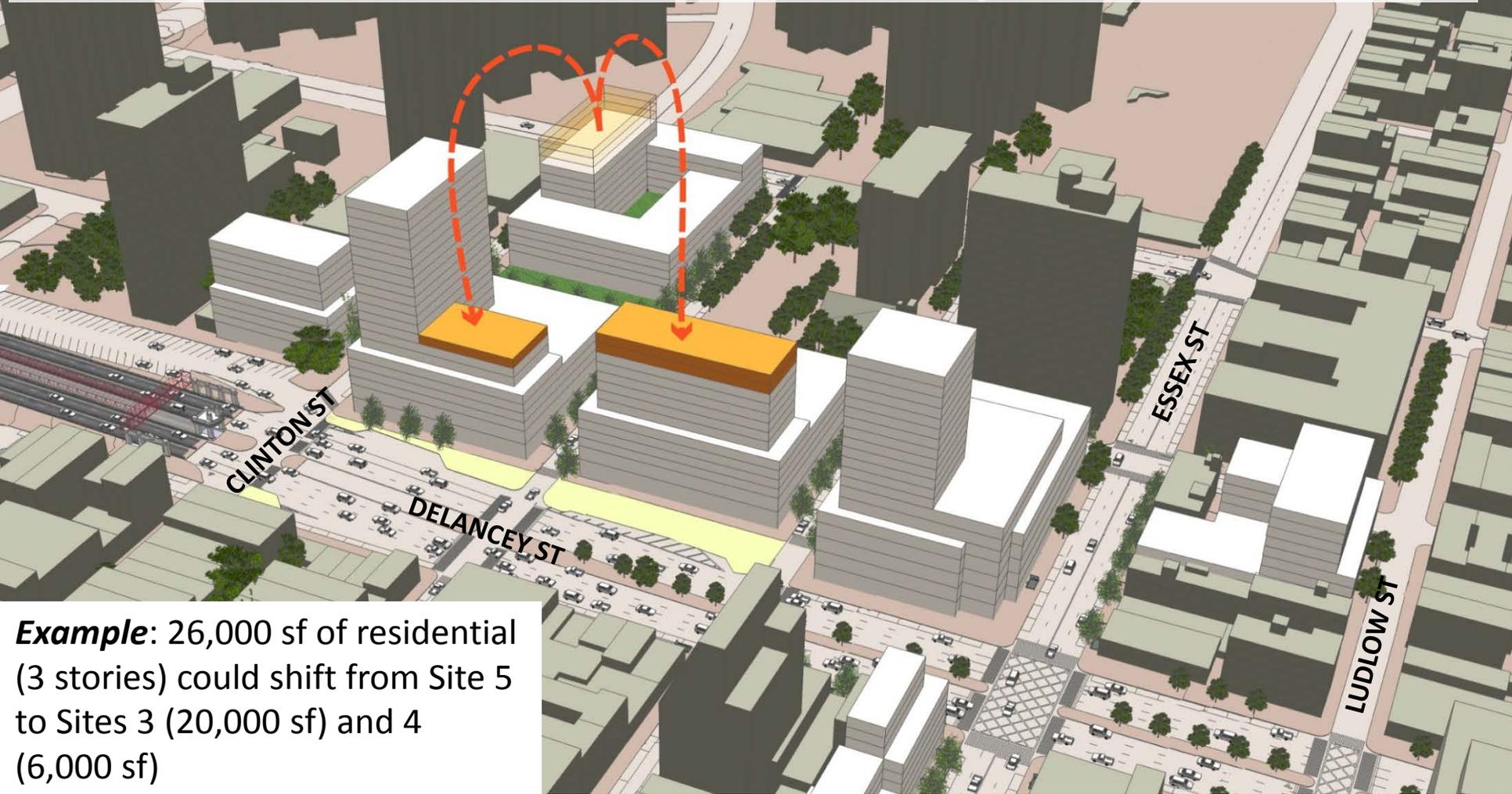
Potential layout 2

Understanding the ULURP Application: LSGD

- **LSGD special permit** provides the ability to:
 - Distribute a limited amount of land use in targeted locations, for example:
 - Allows for residential use to move from one site to another
 - Allows for all commercial buildings on Sites 2 and/or 3, to achieve amount and types of commercial uses recommended in guidelines

Understanding the ULURP Application: LSGD

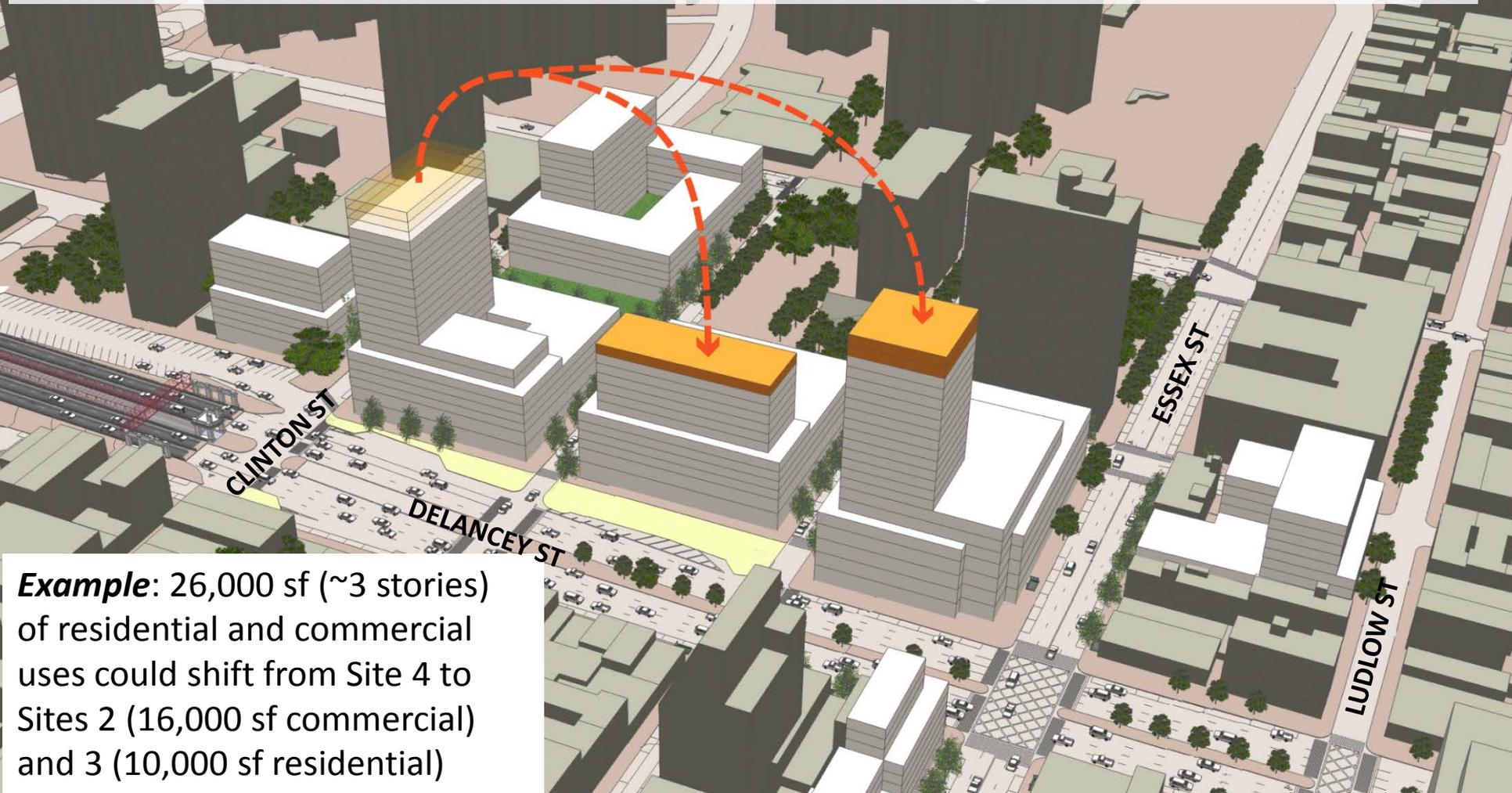
Within the urban design framework, the Large Scale General Development special permit will provide the ability to distribute a limited amount of bulk and uses throughout the project



Example: 26,000 sf of residential (3 stories) could shift from Site 5 to Sites 3 (20,000 sf) and 4 (6,000 sf)

Understanding the ULURP Application: LSGD

Within the urban design framework, the Large Scale General Development special permit will provide the ability to distribute a limited amount of bulk and uses throughout the project



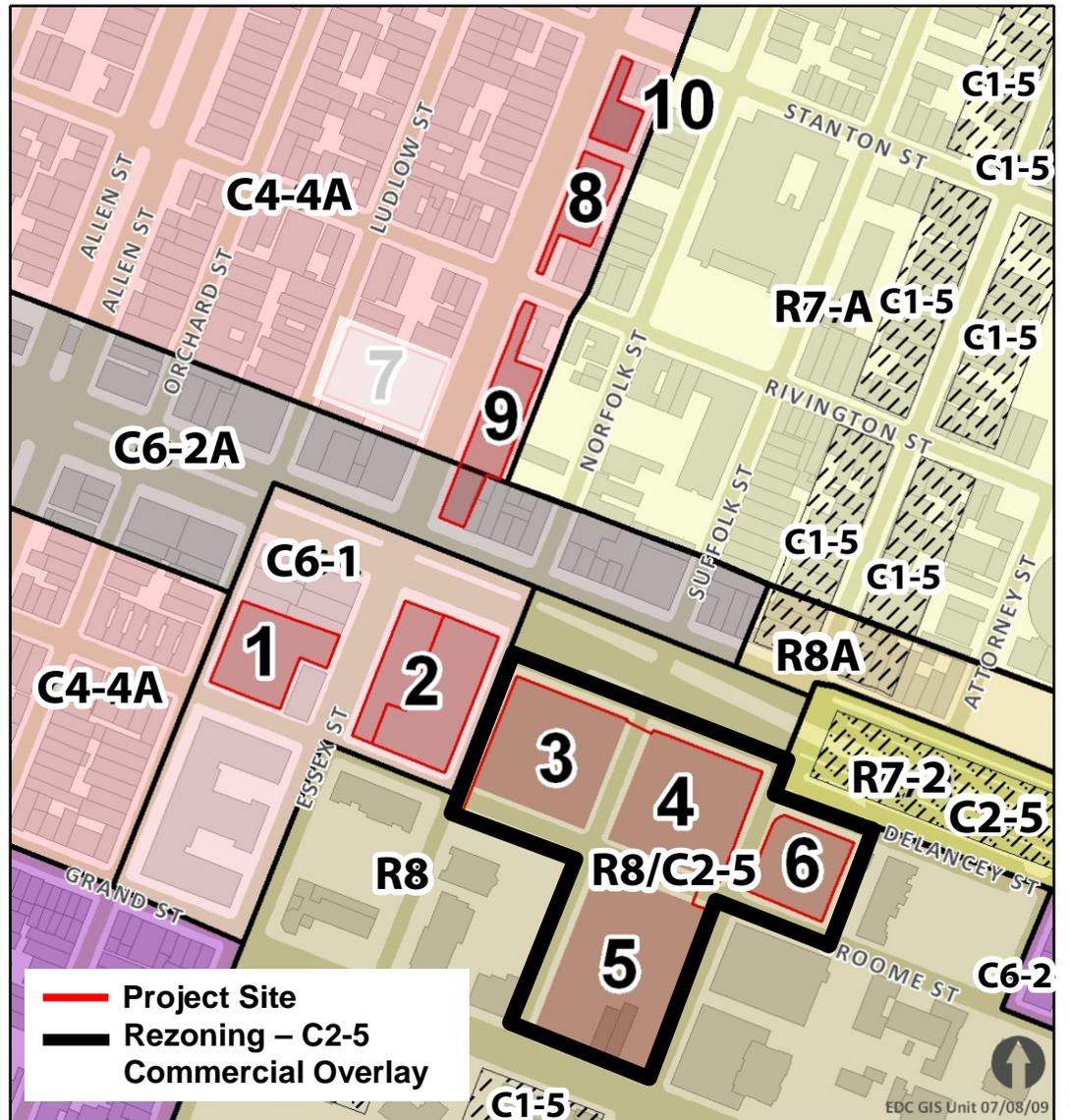
Example: 26,000 sf (~3 stories) of residential and commercial uses could shift from Site 4 to Sites 2 (16,000 sf commercial) and 3 (10,000 sf residential)

Understanding the ULURP Application

- Major ULURP actions include:
 - Large Scale General Development special permits
 - **Rezoning to add commercial overlay**
 - Public parking garage special permits
 - Disposition of sites
 - Mapping Application
- Technical drawing set

Understanding the ULURP Application: Commercial Overlay

Rezoning to add commercial overlay (C2-5) on Sites 3-6
Allows for mixed-use buildings across all sites to achieve a vibrant street life



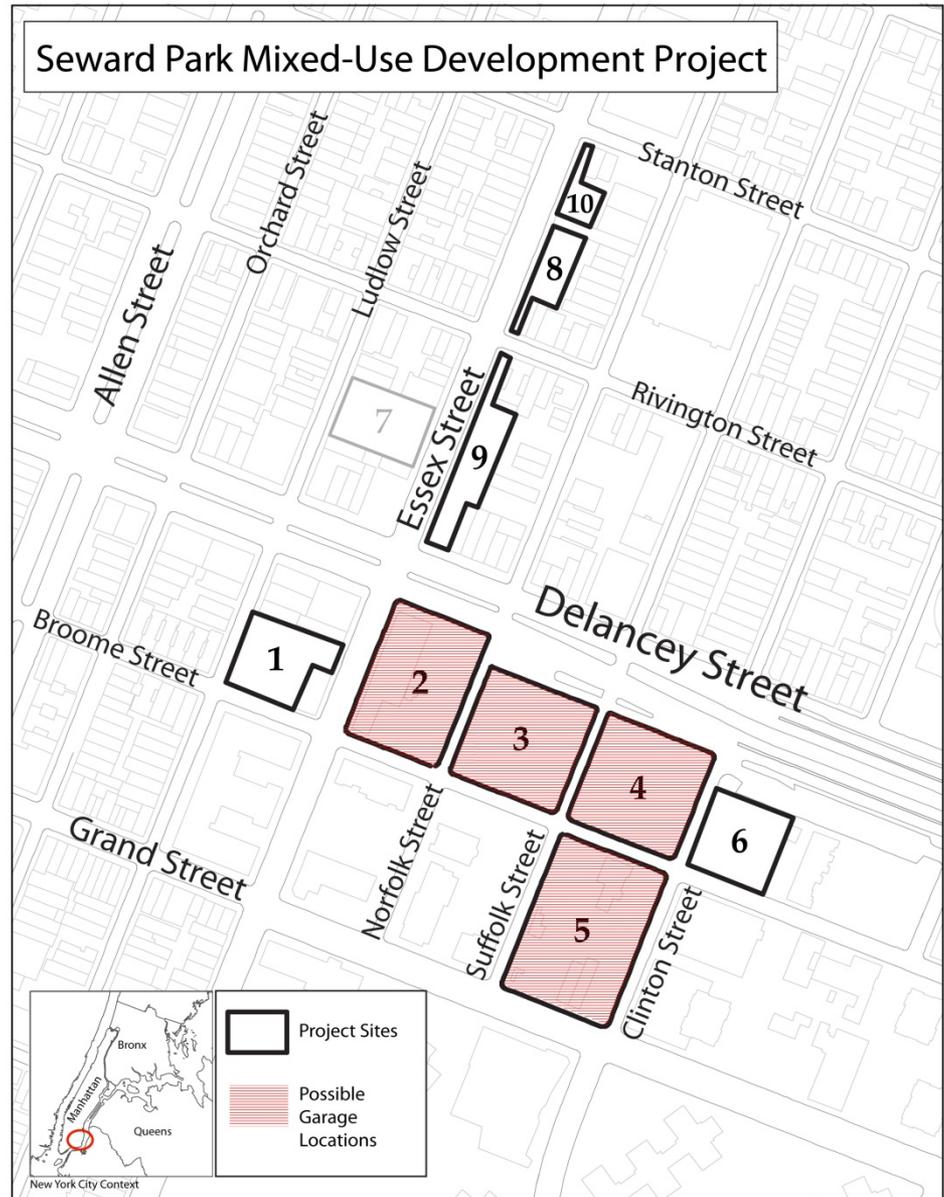
Understanding the ULURP Application

- Major ULURP actions include:
 - Large Scale General Development special permits
 - Rezoning to add commercial overlay
 - **Public parking garage special permits**
 - Disposition of sites
 - Mapping Application
- Technical drawing set

Understanding the ULURP Application: Parking Special Permits

Public Parking Garage Special Permits

Allows up to 500 new spaces in up to 4 new underground public parking garages south of Delancey Street



Understanding the ULURP Application

- Major ULURP actions include:
 - Large Scale General Development special permits
 - Rezoning to add commercial overlay
 - Public parking garage special permits
 - **Disposition of sites**
 - Mapping Application
- Technical drawing set

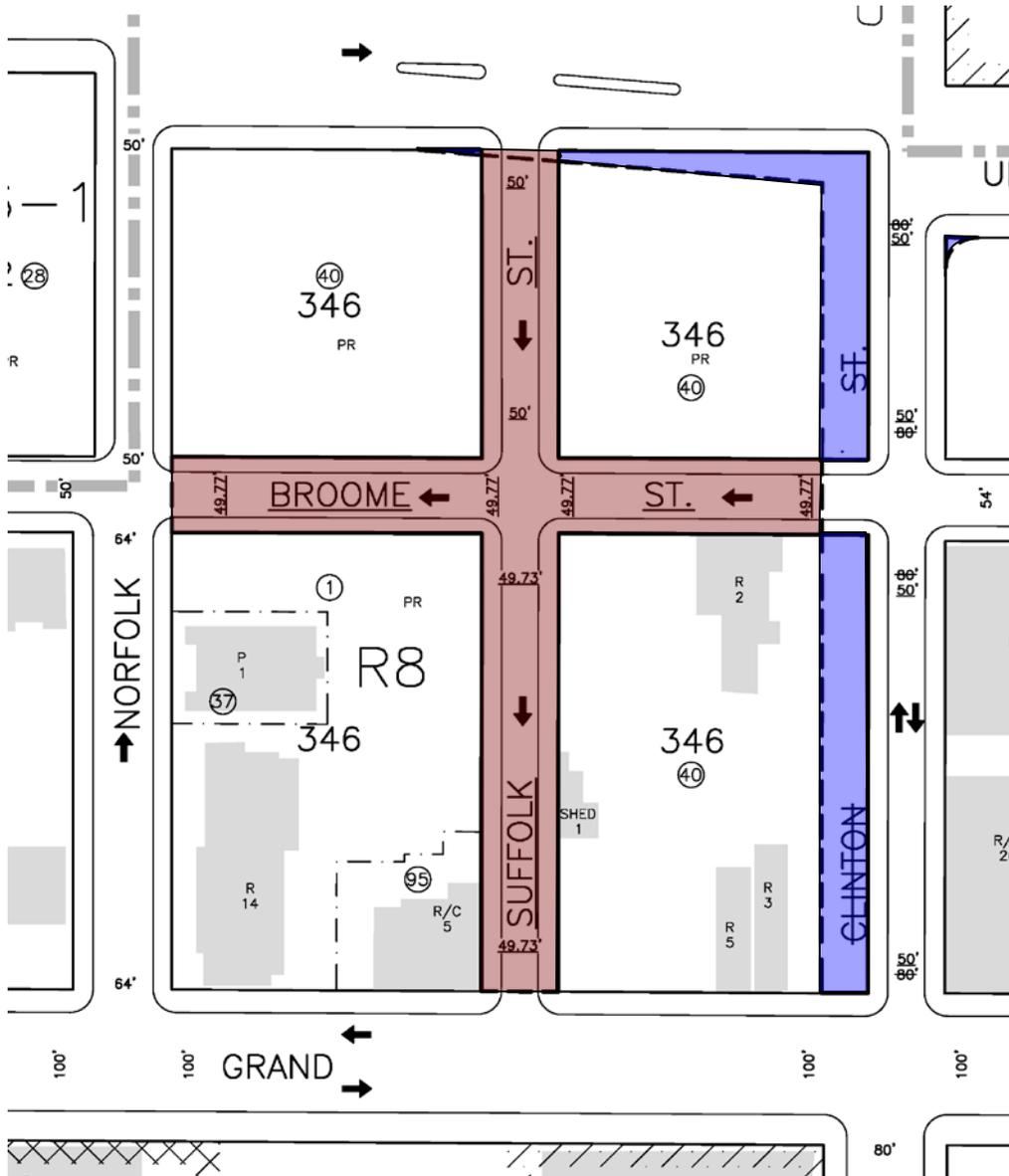
Understanding the ULURP Application: Disposition / UDAAP

- The application authorizes the City to sell and/or lease the sites to one or more developers.
- Urban Development Action Area Project (UDAAP)
 - UDAAP is the statute under which HPD is given the authority to dispose of City-owned property.
 - The UDAAP Project Summary will commit the City to provide 50% of the total housing units as affordable, with a breakdown of affordability levels.
- Allows for Essex Street Market to be located on Site 2 (through a use restriction)

Understanding the ULURP Application

- Major ULURP actions include:
 - Large Scale General Development special permits
 - Rezoning to add commercial overlay
 - Public parking garage special permits
 - Disposition of sites
 - **Mapping Application**
- Technical drawing set

Understanding the ULURP Application: Mapping Application



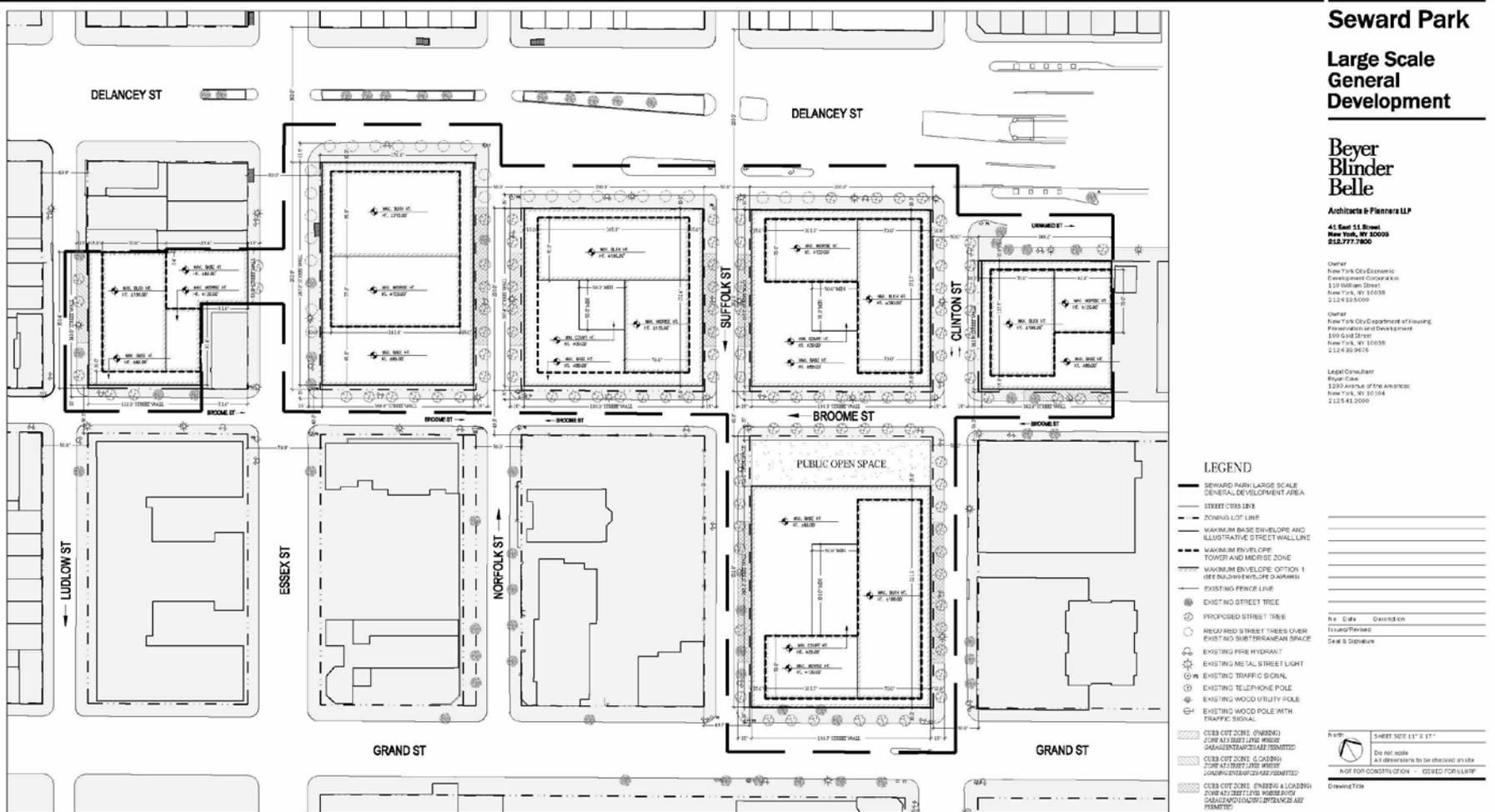
Mapping application
Makes the streets on the official City map the same as they are built and used today

-  Mapping
-  Demapping

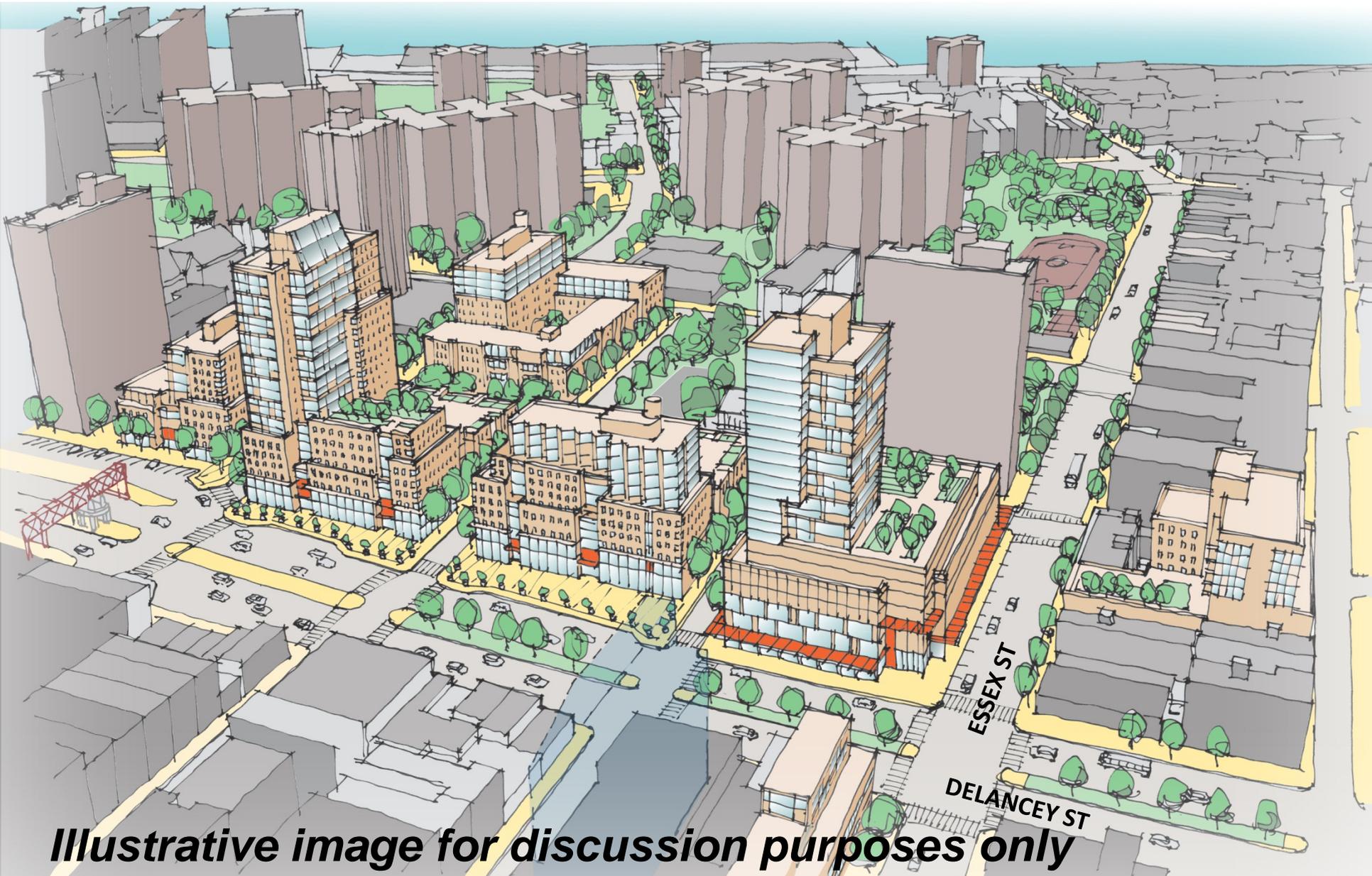
Understanding the ULURP Application

- Major ULURP actions include:
 - Large Scale General Development special permits
 - Rezoning to add commercial overlay
 - Public parking garage special permits
 - Disposition
 - Mapping Application
- **Technical drawing set**

Understanding the ULURP: Technical Drawing Set



After the ULURP – Illustrative Project Drawing



Illustrative image for discussion purposes only

Questions and Answers