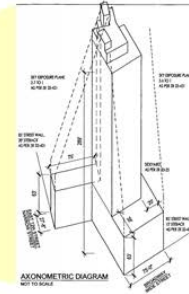
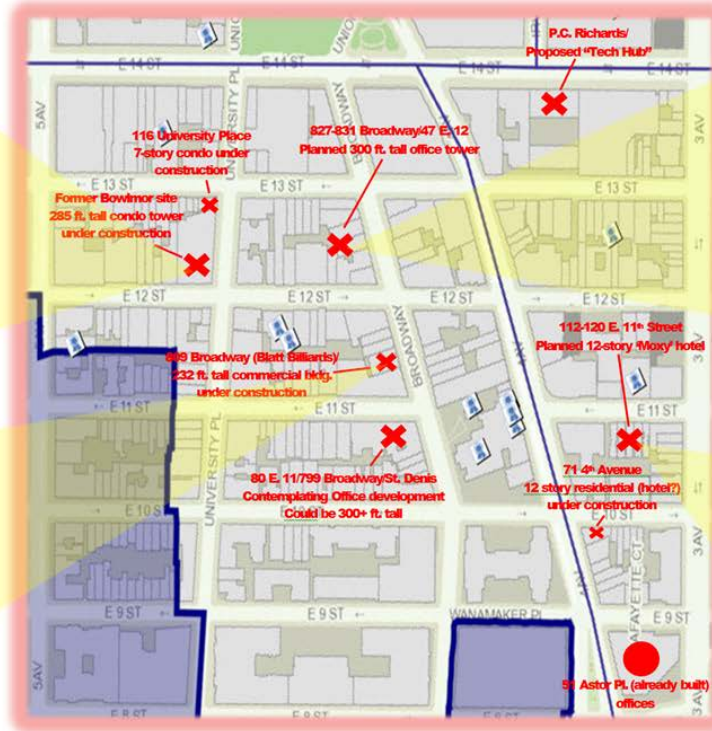


HOW CAN WE PREVENT THIS AREA:



**FROM BECOMING THE NEW 'SILICON ALLEY,'
WITH OVERSIZED CONDO-TOWERS,
OFFICE BUILDINGS, & HOTELS?**

Wednesday, April 12, 6:30-8pm

Salmagundi Club, 47 Fifth Ave. (11/12th St.)

www.gvshp.org

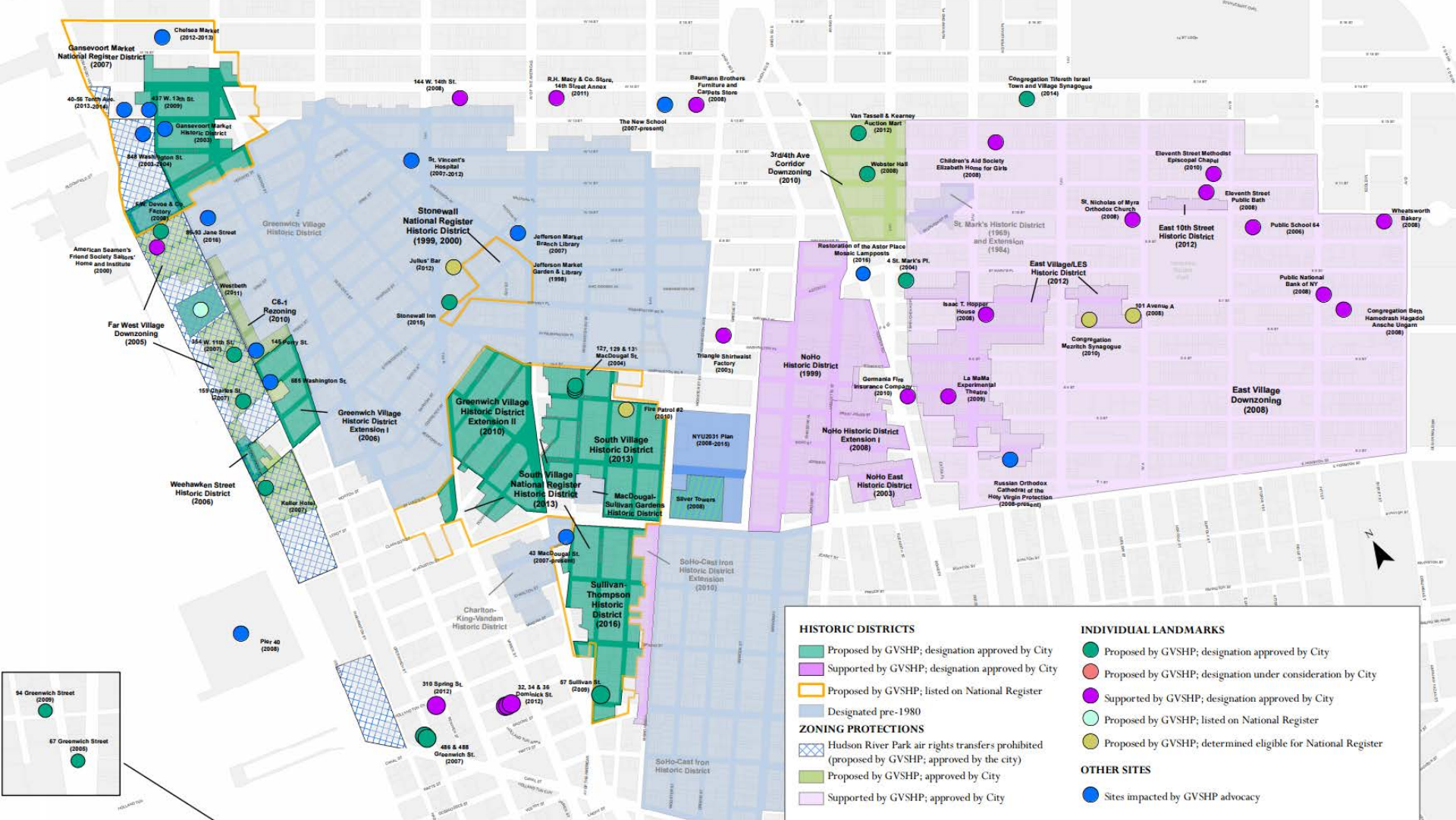


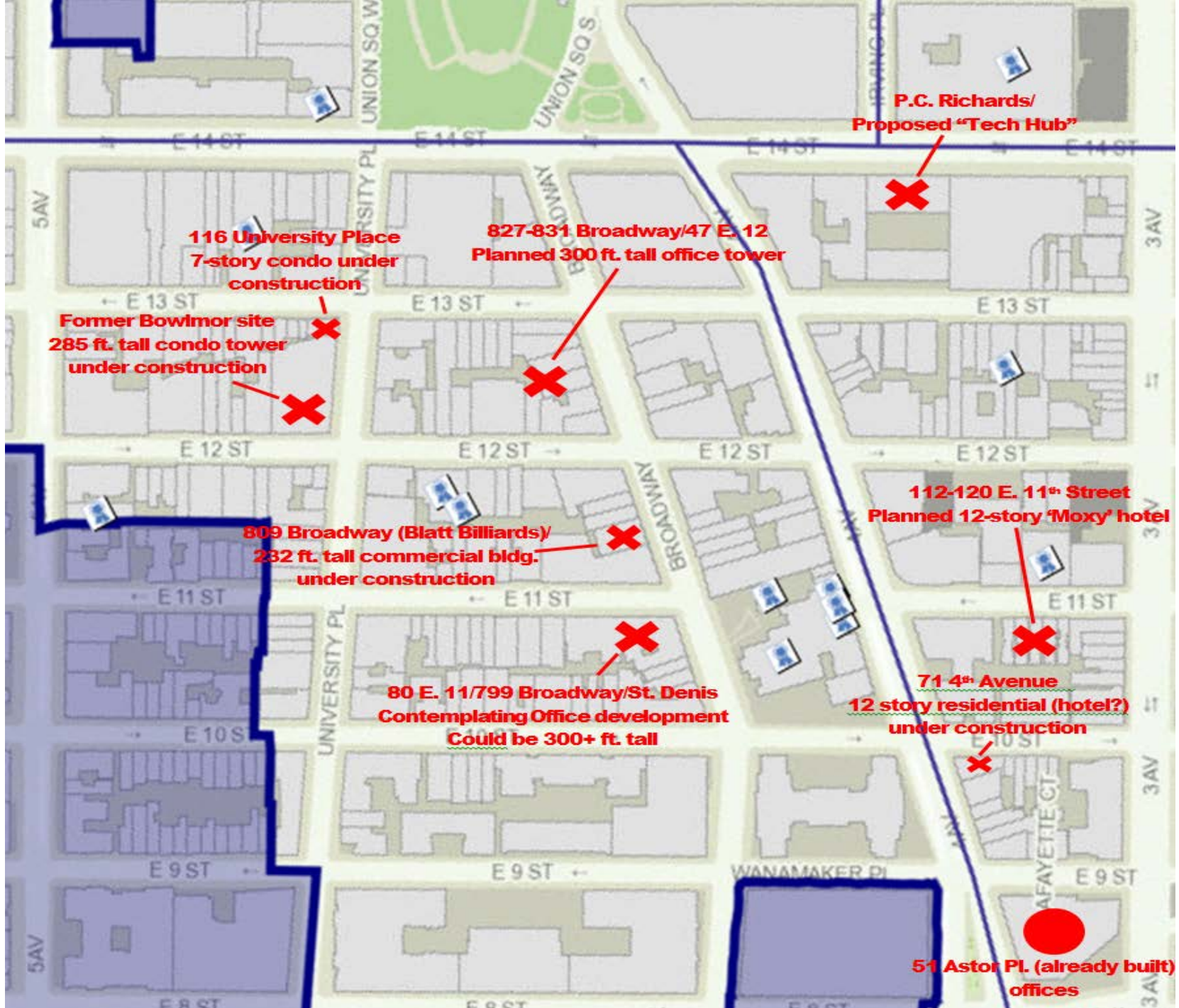
Greenwich Village
SOCIETY FOR HISTORIC PRESERVATION





GREENWICH VILLAGE SOCIETY FOR HISTORIC PRESERVATION ACCOMPLISHMENTS





**809 Broadway (11/12th)
232 foot tall
commercial/residential
Under construction**





**110 Univ. Pl.
(12th St.)
285 foot tall
residential
Under
construction**



**116 University Place
(at 13th Street)
7 stories
residential
Under construction**

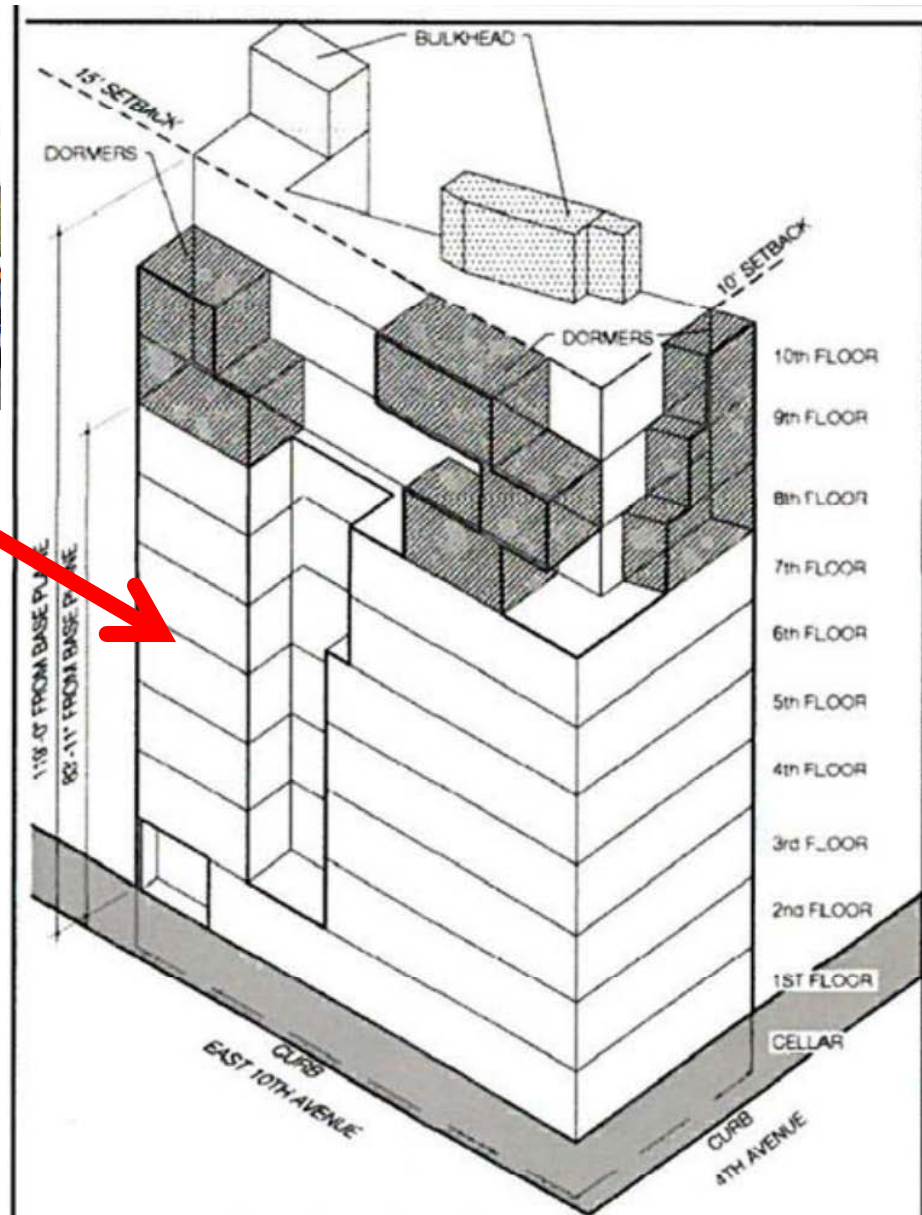


**112-120 E. 11th Street
(3rd/4th Avenues)
120 foot tall
Hotel
Demolition underway**



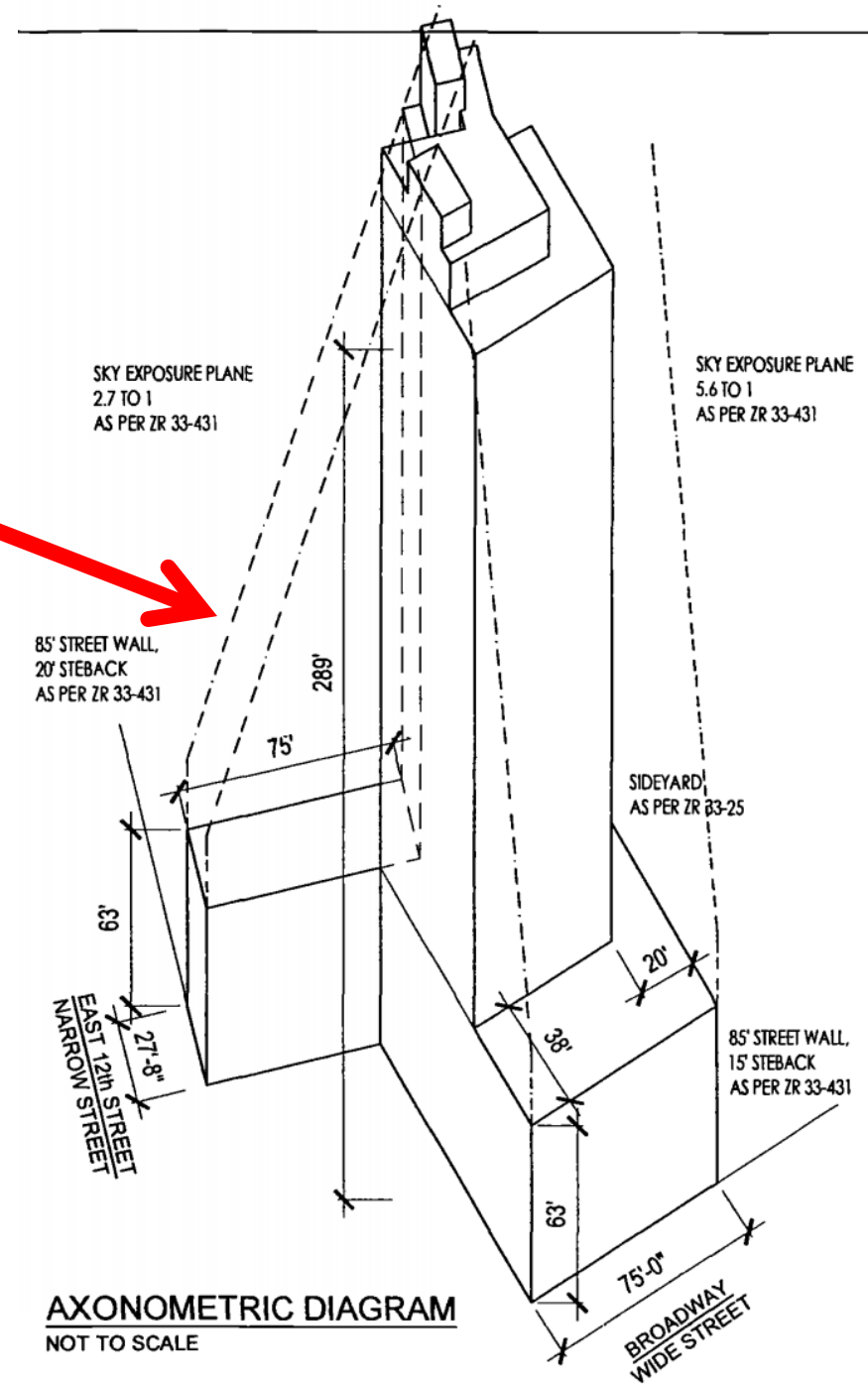


71 4th Ave. (@10th Street)
120 foot tall
Residential
Under construction





**827-831 Broadway/
47 E. 12th Street
300 foot tall
Offices
Demolition not yet begun**



**AXONOMETRIC DIAGRAM
NOT TO SCALE**

80 E. 11th/799 Broadway Planning stages



Office wars: Normandy, Ares considering 200K sf project in Greenwich Village

Developers would build property poised to rival Minskoff's "Death Star" at 51 Astor

By [Rich Bockmann](#) and [Mark Maurer](#) | February 23, 2017 03:30PM



797-799 Broadway in Greenwich Village and Normandy (inset: Normandy Real Estate Partners' David Welsh)

The “Star Wars” franchise has two Death Stars, and one day Midtown South – on a pair of blocks not far, far away – may be able to boast the same.

Normandy Real Estate Partners and Ares Management are weighing plans to develop a boutique office building on Broadway in Greenwich Village, not far from the commercial property at 51 Astor Place that locals have dubbed the Death Star, sources told *The Real Deal*.

The partners would develop a 200,000-square-foot, Class A office building at 797-799 Broadway, which they [bought last summer for \\$101 million](#), as *TRD* reported at the time.

A 138,000-square-foot Class B office building, originally constructed as a hotel in the mid-19th century, now sits on the site, and the developers would not be able to begin construction until leases expire in 2019. The tenants are a mix of medical offices and small-time retailers.

Normandy and Ares could possibly look to add to the site with air rights from the landmarked Grace Church across the street at 802 Broadway, said one



REQUEST FOR PROPOSALS



**120 E 14th St.
(3rd/4th Aves.)**

Commercial

Dimensions TBD

***Proposal accepted by City;
Public approval process
not yet begun***

Traditional Silicon Alley--
Union Square/
Flatiron District/
Broadway



The New
'Silicon Alley'?



P.C. Richards/
Proposed "Tech Hub"



Newer Tech Hub
concentration--
SoHo/Lower Broadway

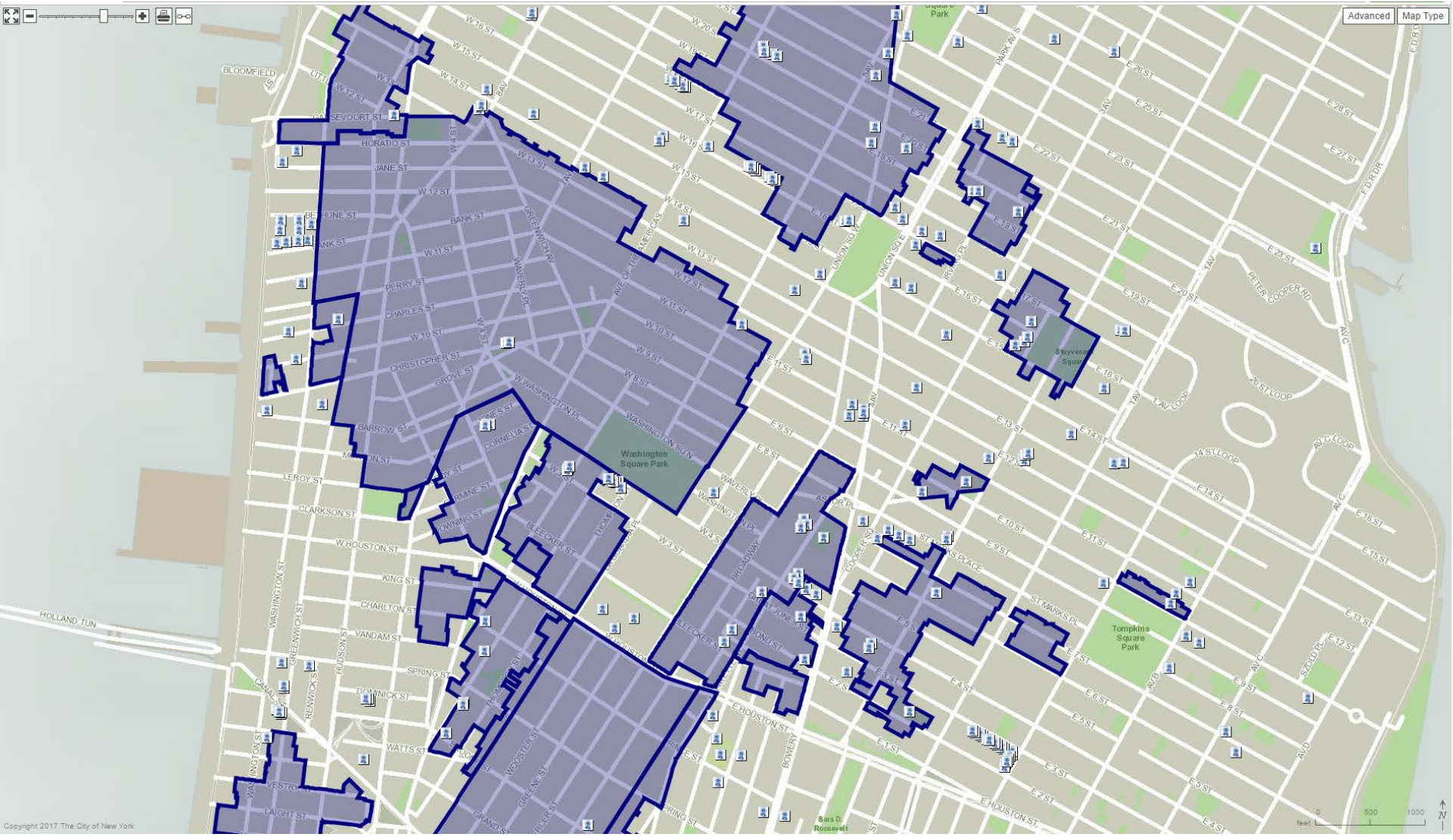


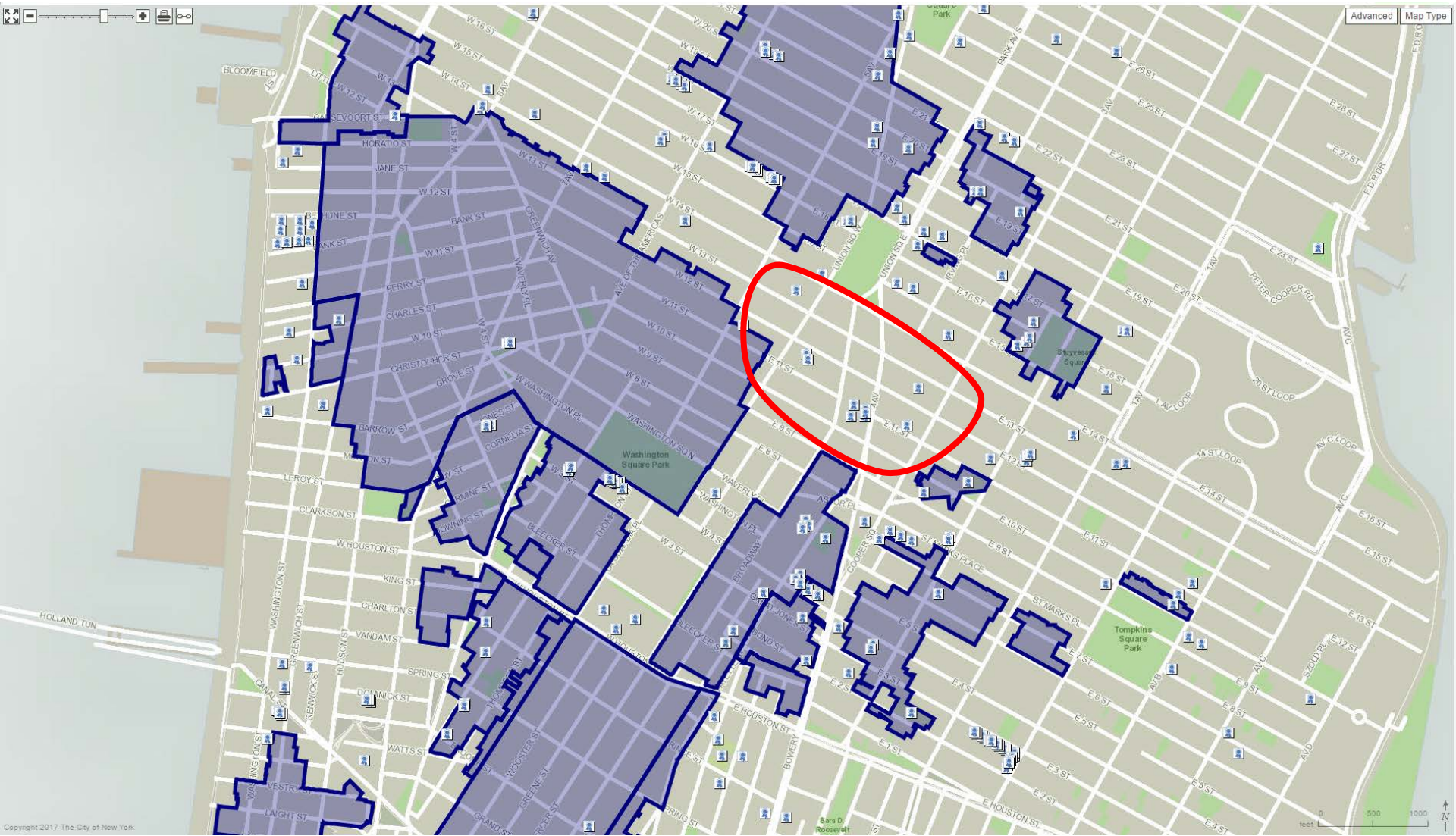
770 Broadway
(Facebook)

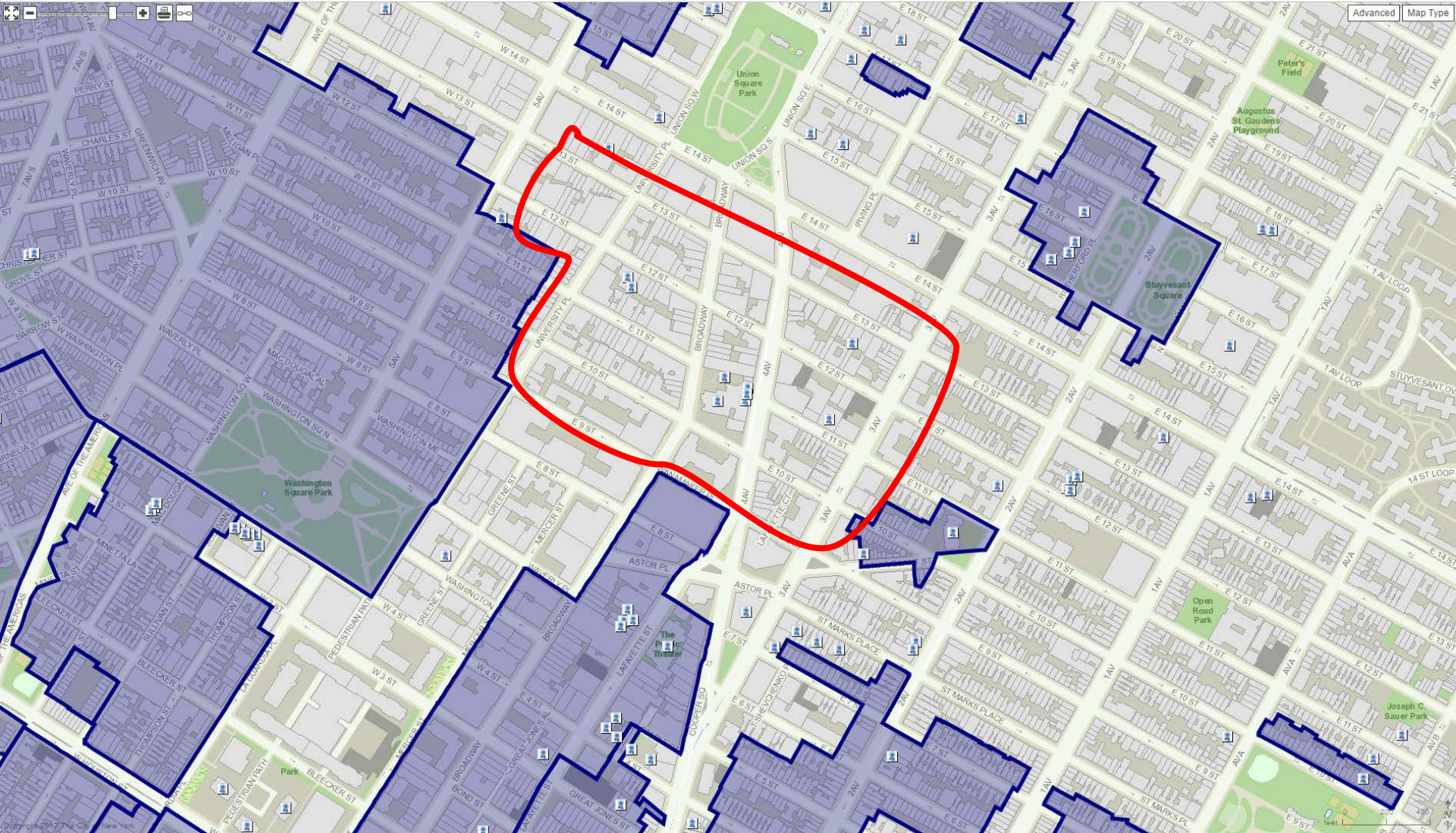


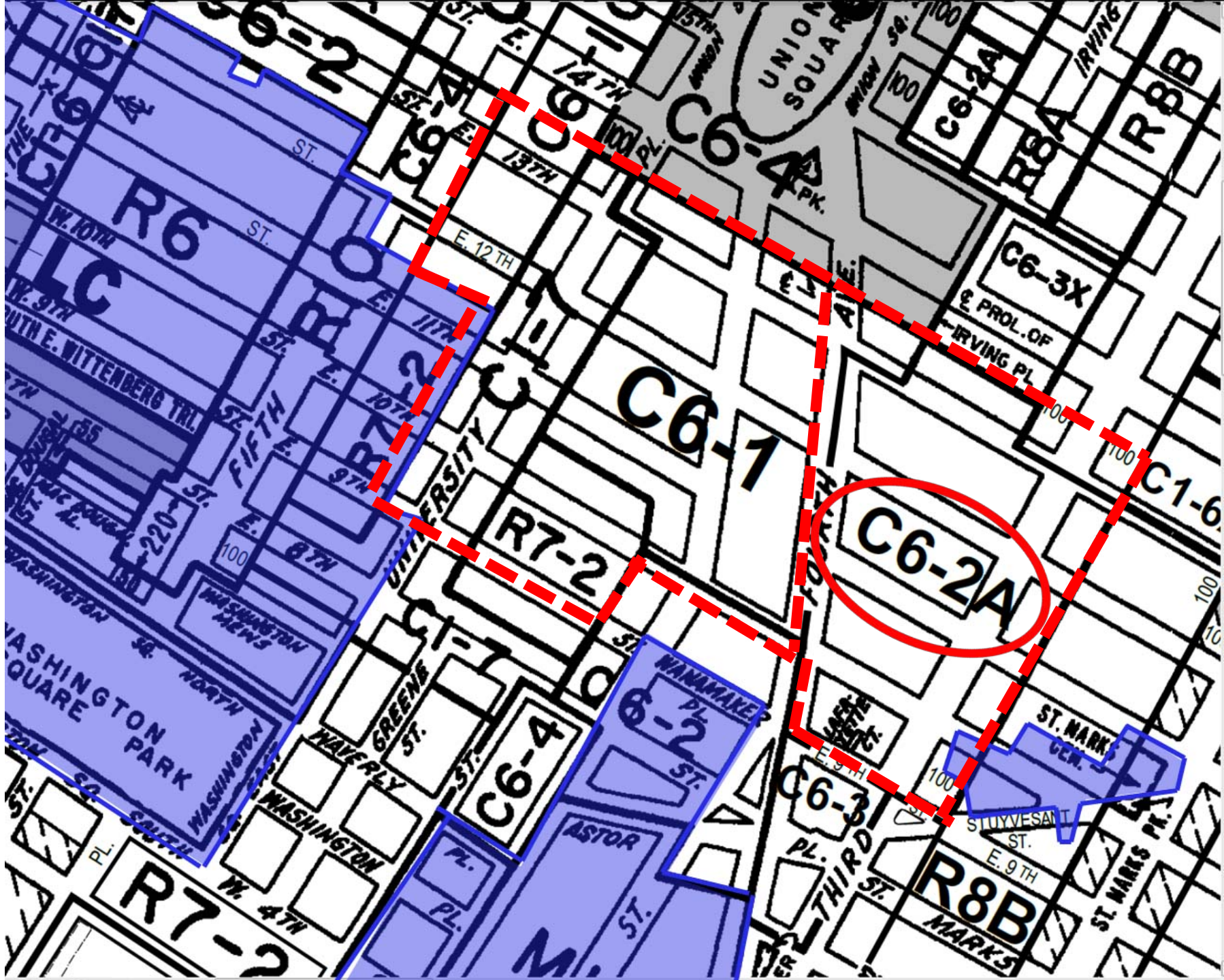
51 Astor Pl. (already built)
offices









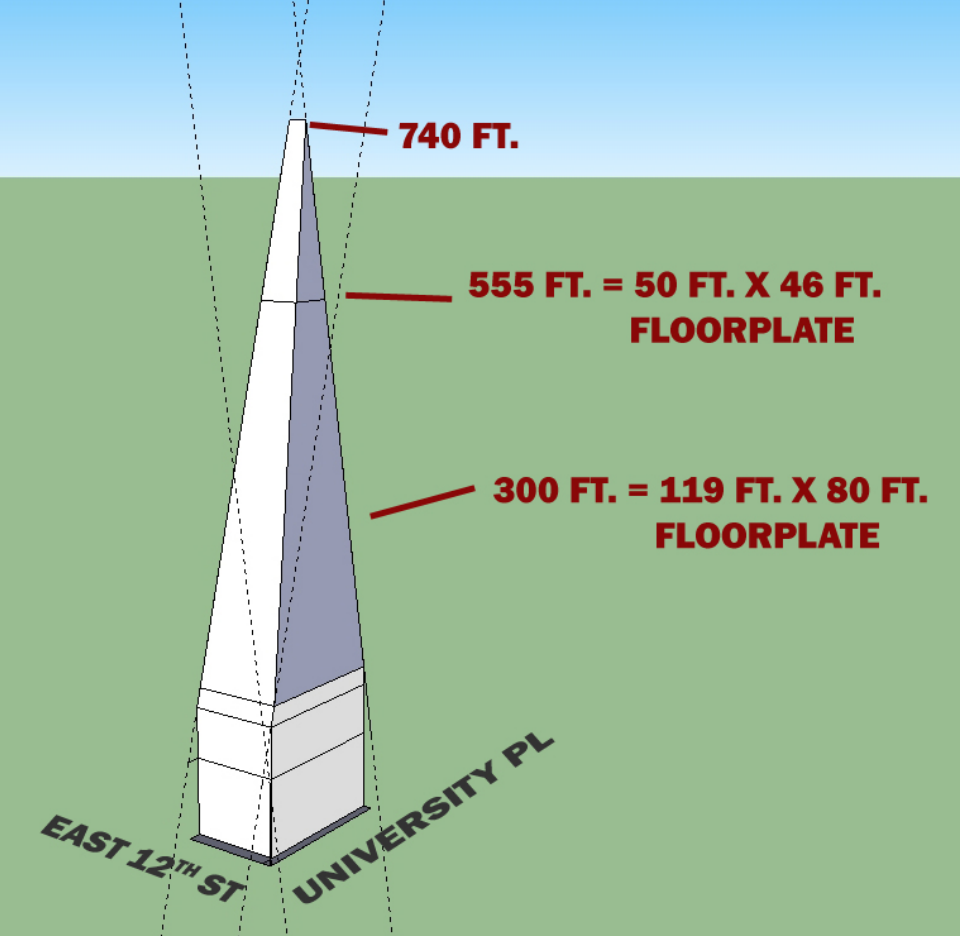


University Place/Broadway Corridor

Zoning Districts:

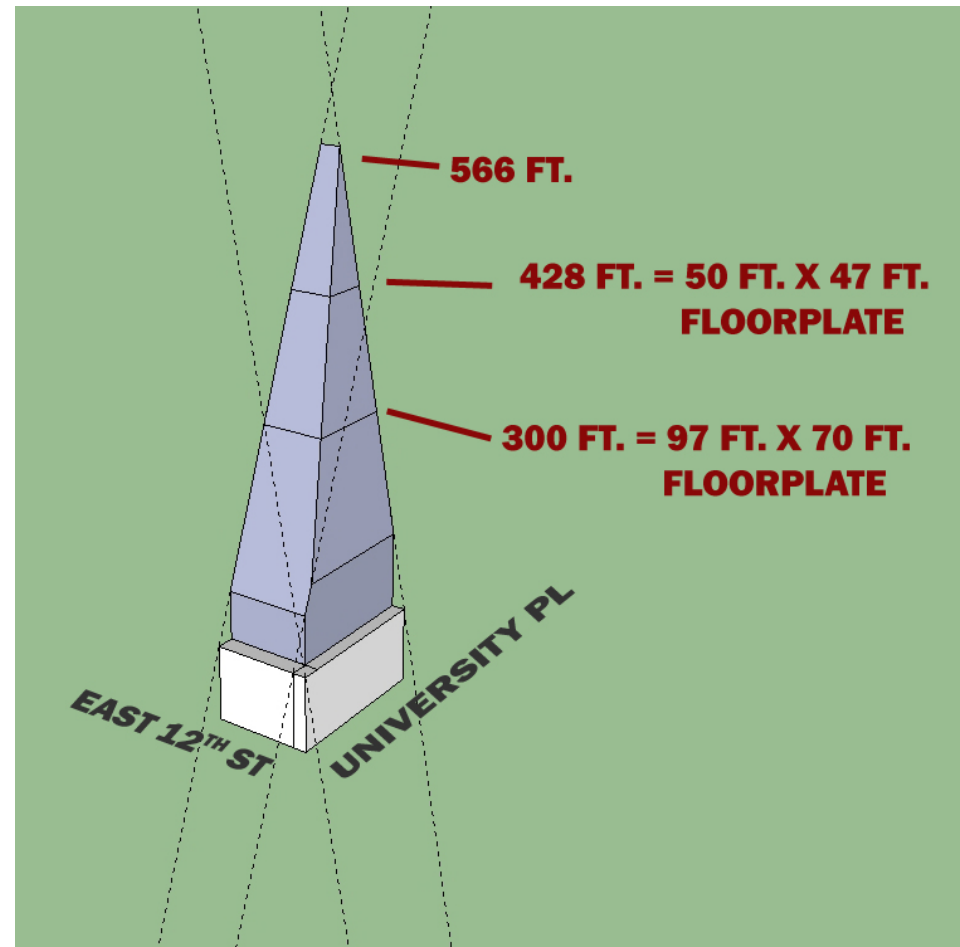
- Dates to 1961
- Non-contextual/no height limits
- Encouraged tall towers surrounded by open space or low platforms
- Bonuses for “plazas”
- Some reflect historically commercial nature of part of area
- Incentives for “community facilities” (incl. dorms, other university facilities)
- **No affordable housing component**

Zoning District	Residential FAR	Commercial FAR	Community Facility FAR	Streetwall Height	Height Limit After Setbacks
C1-7	up to 6.02	2.0	6.5	none	none
C6-1	up to 3.44	6.0 + up to 20% plaza bonus	6.5 + up to 20% plaza bonus	none	none
R7-2	up to 3.44	0	6.5	none	none



Allowable development in zoning districts around University Place and Broadway corridors

Could be residential, commercial (hotel), or community facility (dorm)



SCHEMATIC BULK DIAGRAM, PROPOSED C6-2A DISTRICT



Proposed Zoning

C6-2A DISTRICTS (with Inclusionary Housing Program)

ALLOWED DENSITY:

RESIDENTIAL

COMMUNITY FACILITY

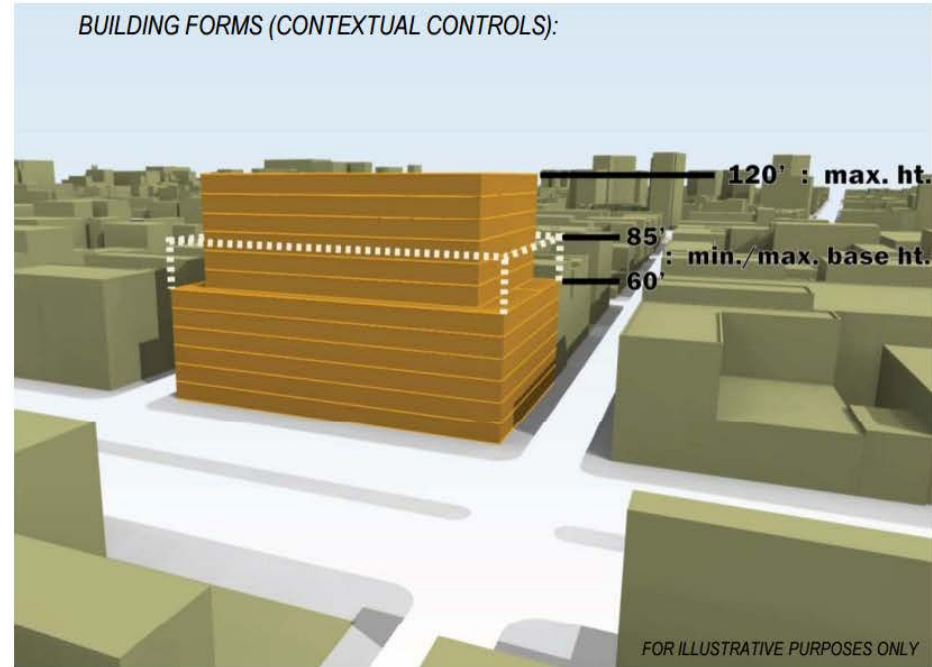
COMMERCIAL

base FAR: **5.4**
I.H. bonus: **1.6**
max FAR: **7.2**

max FAR: **6.5**

max FAR: **6.0**

BUILDING FORMS (CONTEXTUAL CONTROLS):



FOR ILLUSTRATIVE PURPOSES ONLY

SCHEMATIC BULK DIAGRAM, PROPOSED C6-2A DISTRICT



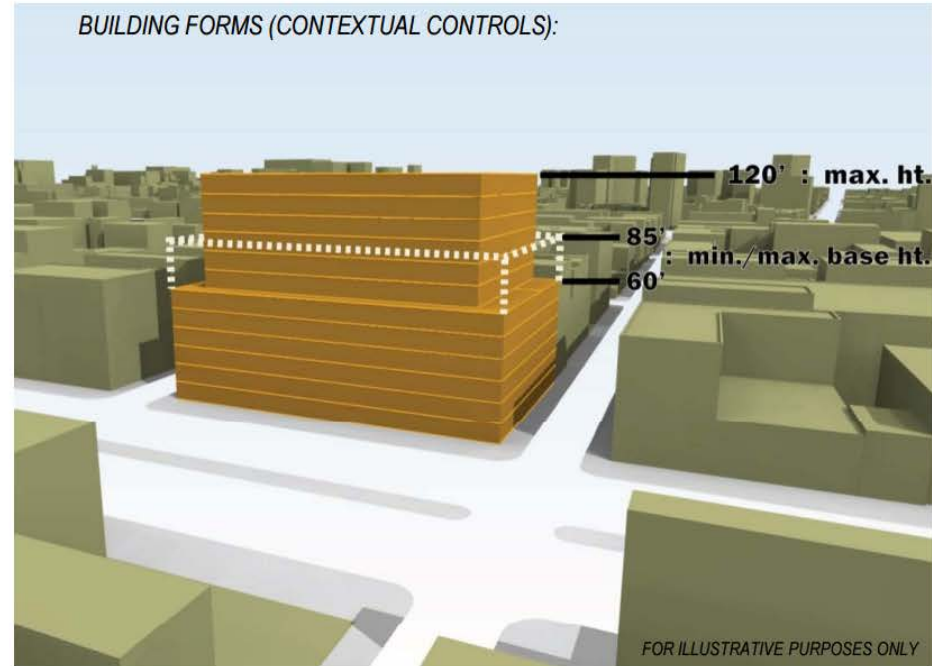
Proposed Zoning

C6-2A DISTRICTS (with Inclusionary Housing Program)

ALLOWED DENSITY:

RESIDENTIAL	COMMUNITY FACILITY	COMMERCIAL
base FAR: 5.4	max FAR: 6.5	max FAR: 6.0
I.H. bonus: 1.6		
max FAR: 7.2		

BUILDING FORMS (CONTEXTUAL CONTROLS):



FOR ILLUSTRATIVE PURPOSES ONLY

“The Nathaniel,” 138 E. 12th Street (3rd Ave.)

91 feet tall, 9 stories

5.65 FAR, 72,954 sq. ft.

2,679 sq ft of off-site affordable housing



(original)

University Place/Broadway Rezoning Proposal

	Zoning District	Residential FAR	Commercial FAR	Community Facility FAR	Streetwall Height	Height Limit After Setbacks
Existing Zoning	C1-7	up to 6.02	2.0	6.5	none	none
	C6-1	up to 3.44	6.0 + up to 20% plaza bonus	6.5 + up to 20% plaza bonus	none	none
	R7-2	up to 3.44	0	6.5	none	none
Proposed Zoning	C1-7A (with incl. housing)	6.02 (5.4 > 7.2)	2.0	6.5	60-85 ft.	120 ft.
	C4-4A (with incl. housing)	4.0 (3.45 > 4.6)	4.0	4.0	40-65 ft.	80 ft.
	R7-A (with incl. housing)	4.0 (3.45 > 4.6)	0	4.0	40-65 ft.	80 ft.

(original)

University Place/Broadway Rezoning Proposal

	Zoning District	Residential FAR	Commercial FAR	Community Facility FAR	Streetwall Height	Height Limit After Setbacks
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	R7-A (with incl. housing)	4.0 (3.45 > 4.6)	0	4.0	40-65 ft.	80 ft.

(current – after ZQA)

University Place/Broadway Rezoning Proposal

	Zoning District	Residential FAR	Commercial FAR	Community Facility FAR	Streetwall Height	Height Limit After Setbacks
Existing Zoning	C1-7	up to 6.02	2.0	6.5	none	none
	C6-1	up to 3.44	6.0 + up to 20% plaza bonus	6.5 + up to 20% plaza bonus	none	none
	R7-2	up to 3.44	0	6.5	none	none
Proposed Zoning	C1-7A (with incl. housing)	6.02 (5.4 > 7.2)*	2.0	6.5	60-85 ft.	120 ft. 145 ft.*
	C4-4A (with incl. housing)	4.0 (3.45 > 4.6)*	4.0	4.0	40-65 ft.	80 ft. 95 ft.*
	R7-A (with incl. housing)	4.0 (3.45 > 4.6)*	0	4.0	40-65 ft.	80 ft. 95 ft.*

Rally and Press Conference Nov. 2015
150 attendees
Thousands of letters sent to Mayor
Support from federal, state, and local elected officials



3rd/4th Avenues Rezoning Proposal

Zoning District	Residential FAR	Commercial FAR	Community Facility FAR	Streetwall Height	Height Limit After Setbacks
C6-2A <i>(existing)</i>	5.4 > 7.2 <i>(Incl. Hsng.)</i>	6.0	6.5	60-85 ft.	120 ft. > 145 ft. <i>(Incl. Hsng.)</i>
C1-7A <i>(proposed)</i>	5.4 > 7.2 <i>(Incl. Hsng.)</i>	2.0	6.5	60-85 ft.	120 ft. > 145 ft. <i>(Incl. Hsng.)</i>

Press Releases

- ▶ Press Releases
- News
- Multimedia
- Events
- Newsletters

MAYOR DE BLASIO UNVEILS NEW DESIGN AND PROGRAMS COMING TO UNION SQUARE TECH HUB

February 17, 2017

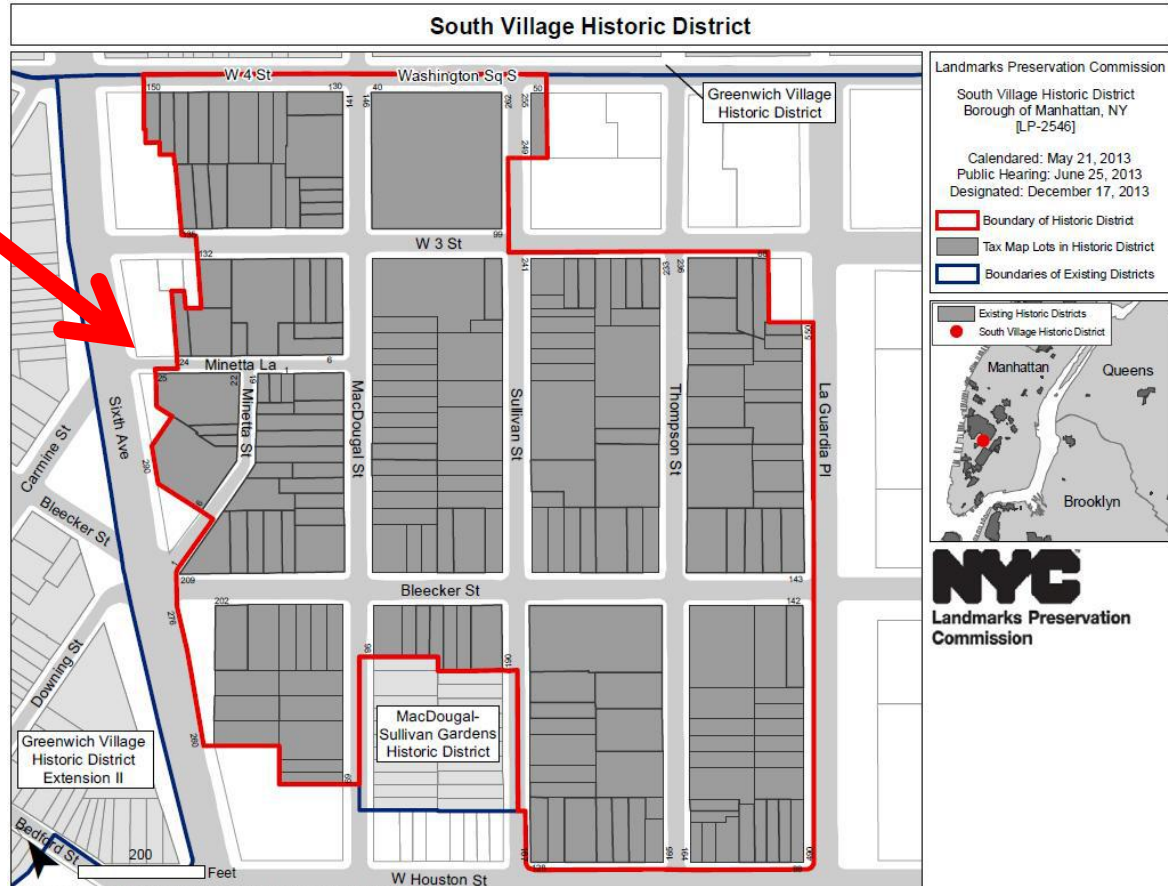


Hub will support over 600 jobs in tech ecosystem; provide a gateway to tech jobs for thousands of New Yorkers

Space Will Be New Home for Civic Hall, Including Digital Training Hub for 21st Century Jobs and Flexible Workspace for Growing Startups

NEW YORK—Mayor de Blasio met with tech workers at AppNexus today to unveil the latest designs and details for the new Union Square Tech Hub, a

Hudson Square Rezoning -- 2013



Landmarks Preservation Commission
 South Village Historic District
 Borough of Manhattan, NY
 [LP-2546]

Calendared: May 21, 2013
 Public Hearing: June 25, 2013
 Designated: December 17, 2013

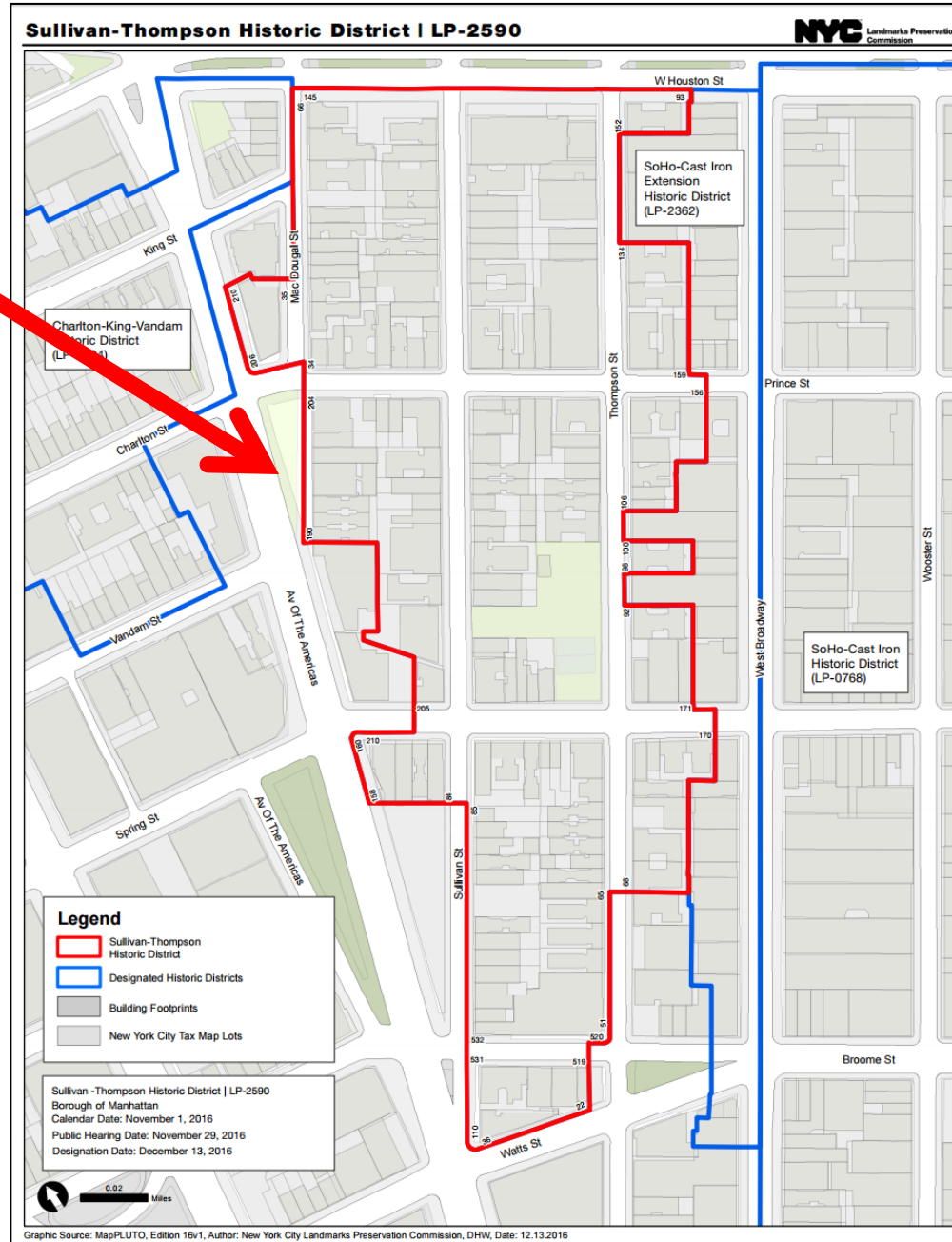
Boundary of Historic District
 Tax Map Lots in Historic District
 Boundaries of Existing Districts



NYC
 Landmarks Preservation
 Commission

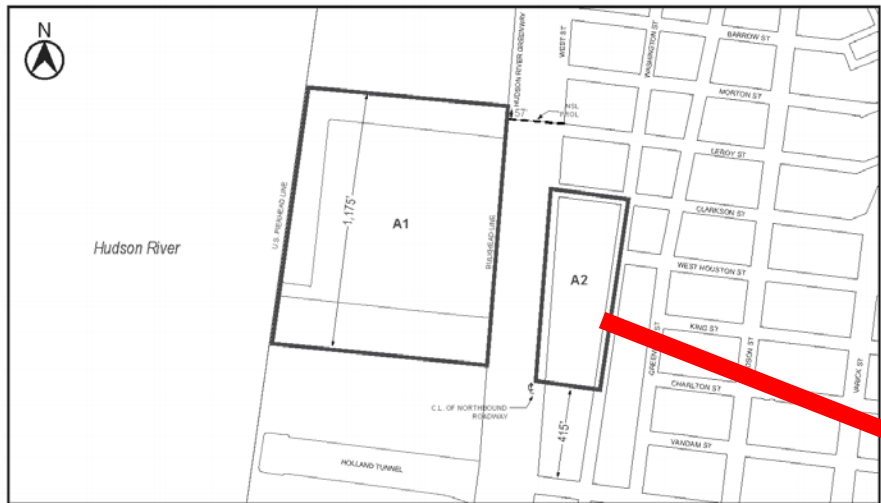


St. John's Terminal Rezoning 2016



Special Hudson River Park District Plan

Transfer of Floor Area - Granting and Receiving Sites



A1 #Special Hudson River Park District#
#Granting Site#
A2 #Receiving Site#

Protected
from Air
Rights
Transfers

Hudson River Park Special District 2016



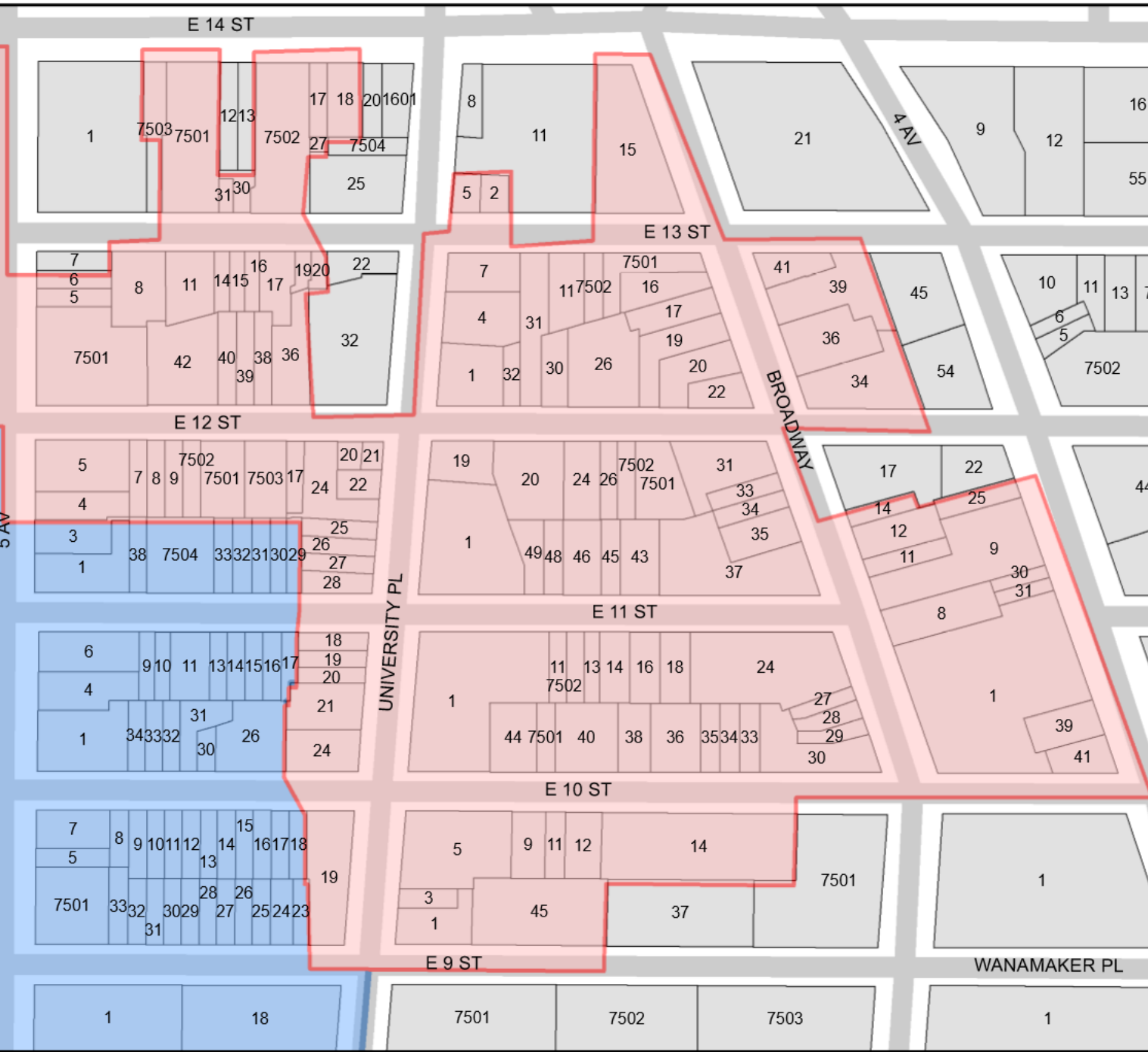
**What about
landmarking?**

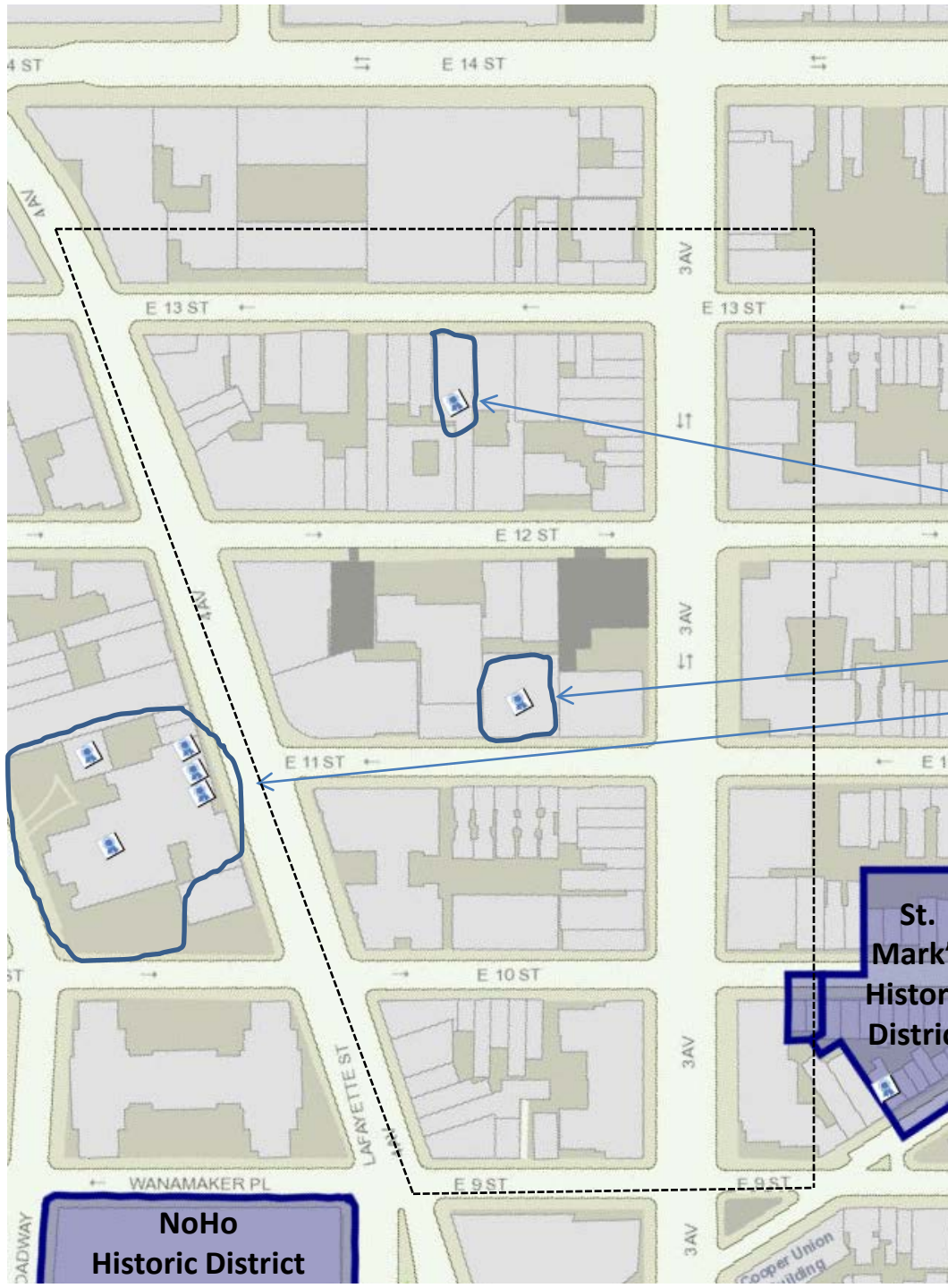


Rejected
by LPC

Rejected
by LPC





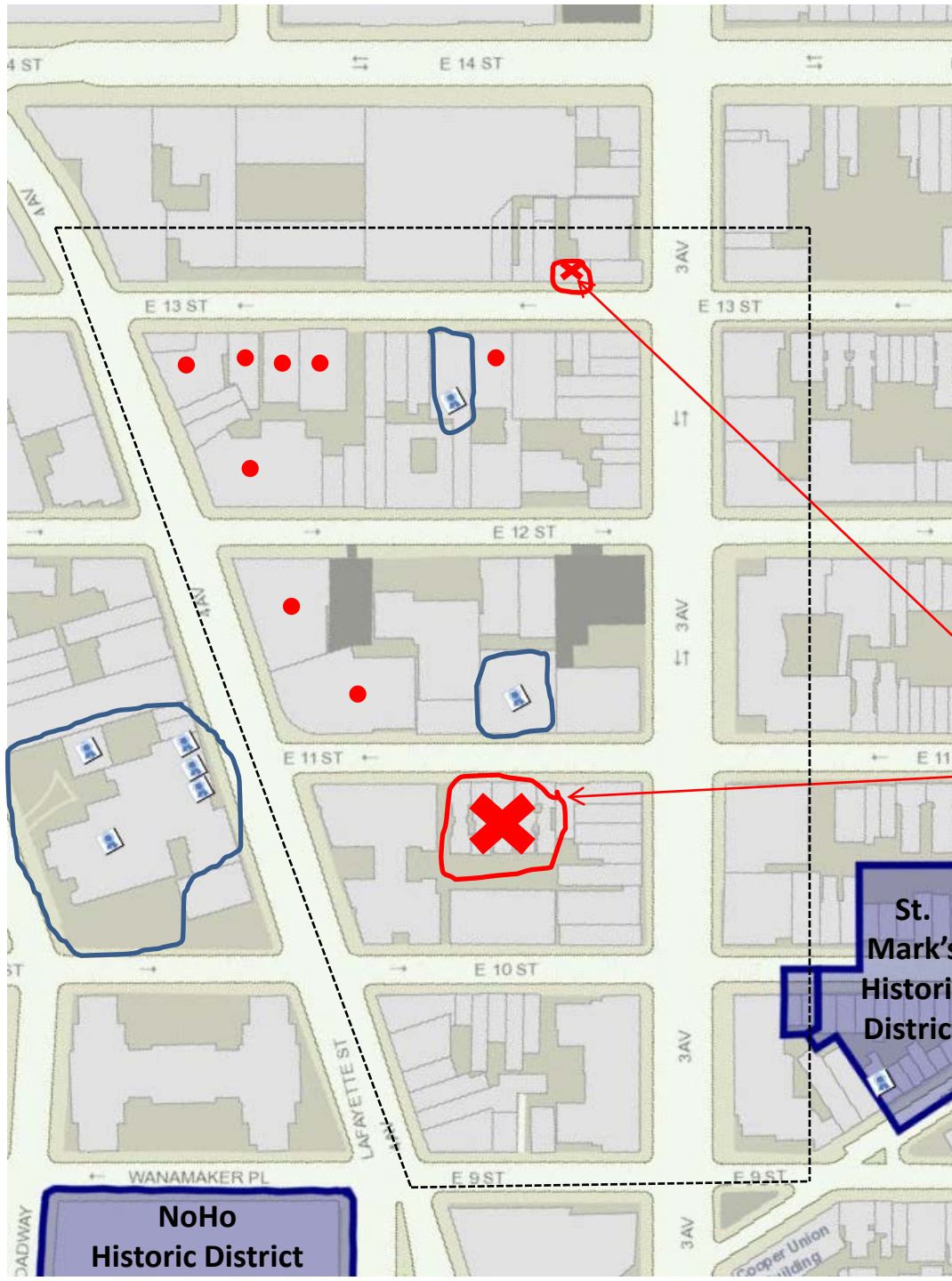


Already
landmarked:

- **128 E. 13th
(former Frank
Stella Studio)**
- **Webster Hall**
- **Grace Church**

**St.
Mark's
Historic
District**

**NoHo
Historic District**



Possible future landmarks?



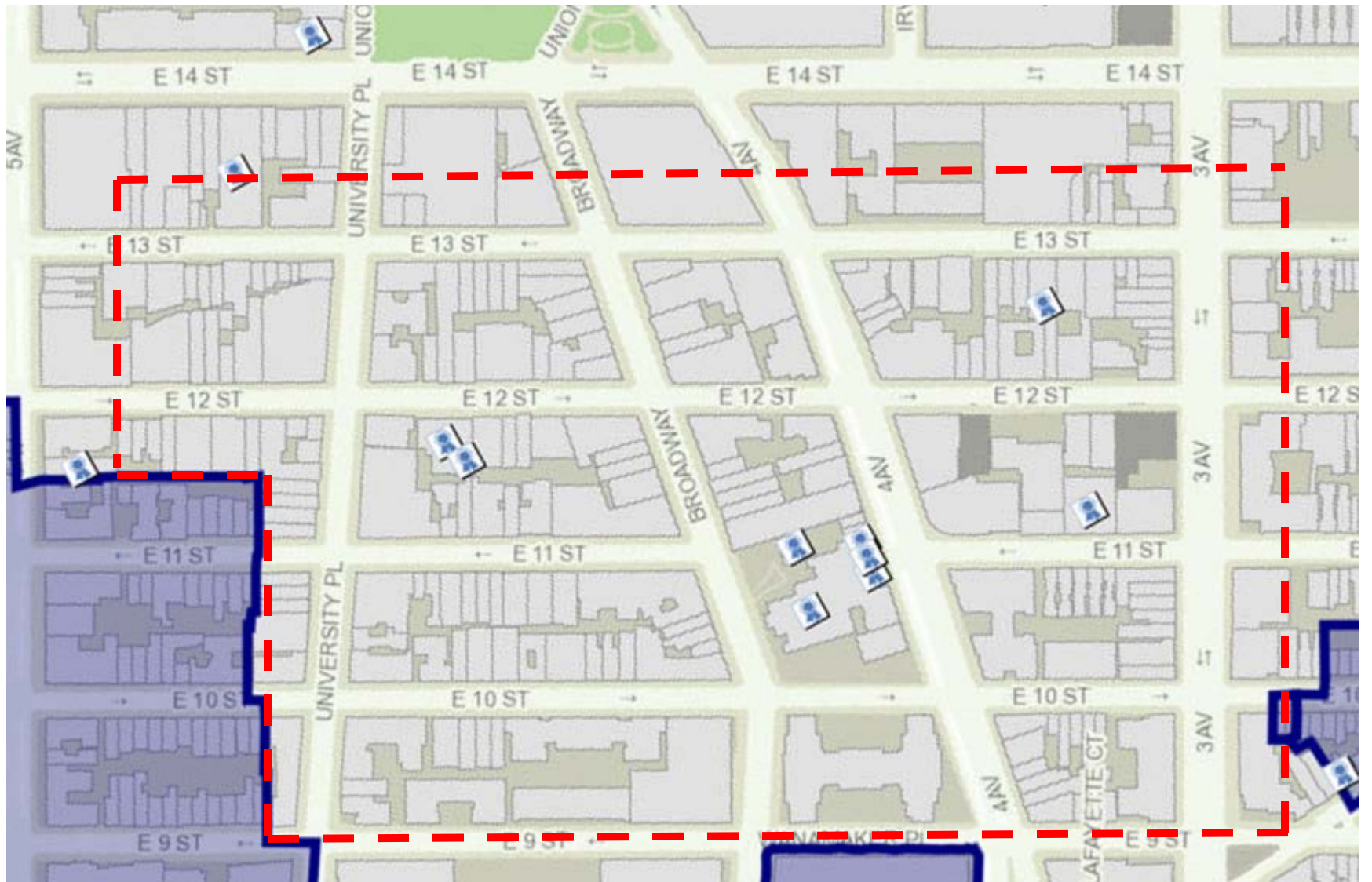
Already rejected:

141-143 E. 13th Street

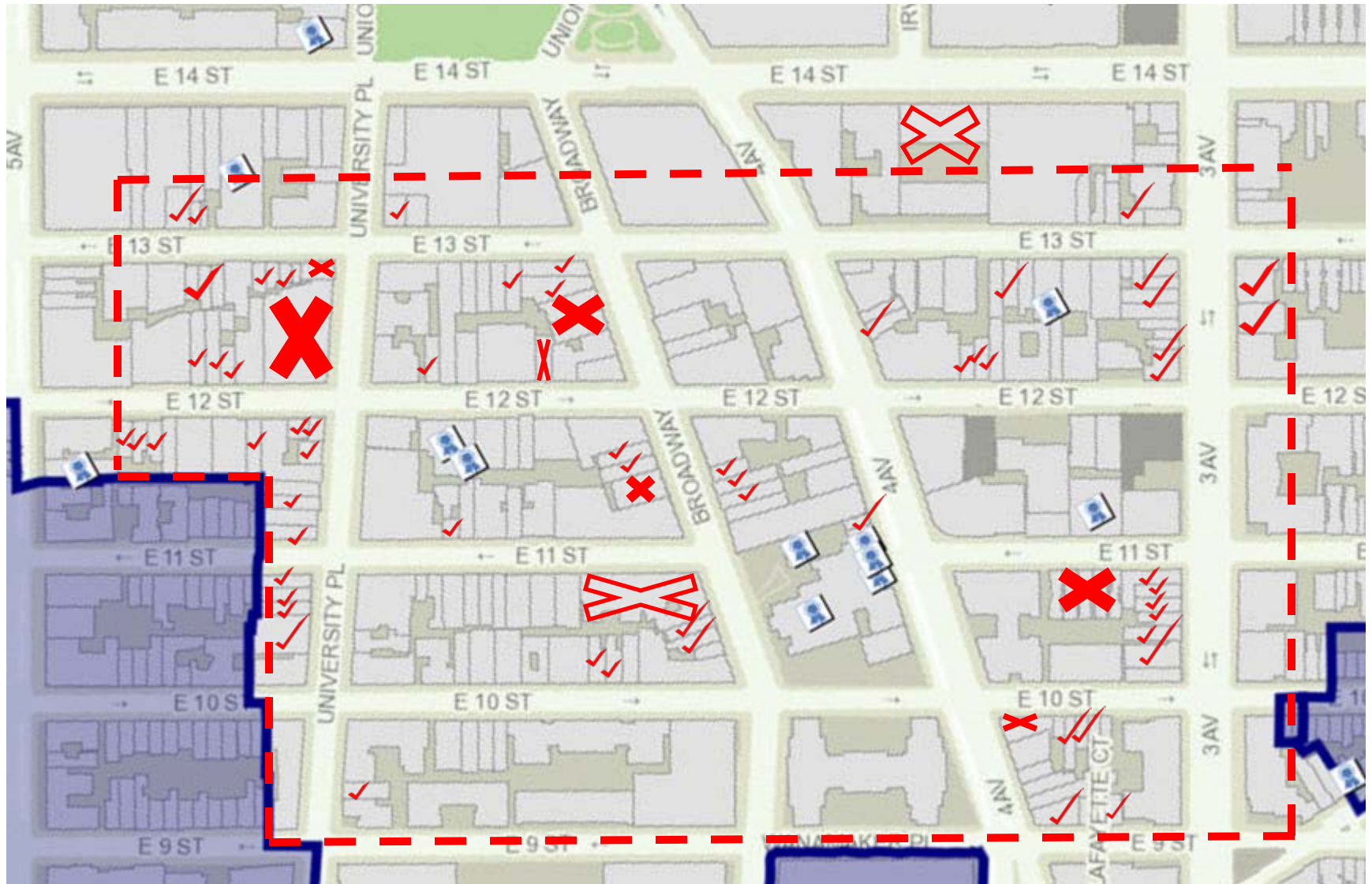
112-120 E. 11th Street

St. Mark's Historic District

NoHo Historic District



Development Sites - current and potential



✖ - Underway

✖ - Being Planned

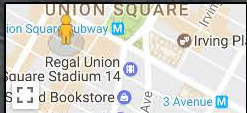
✓ - Potential



North side 13th Street btw. 5th and University Place



15 E 13th St
New York
Street View - Sep 2016



Google

South side 13th Street btw. 5th and University



13th Street & Broadway, SW corner

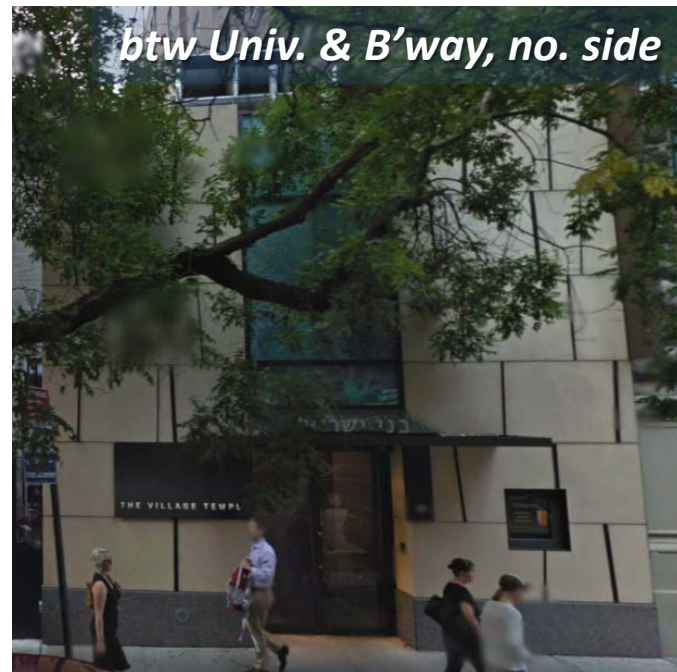


13th Street & Univ. Pl., NE corner

btw 5 & Univ., so. side



btw Univ. & B'way, no. side



*btw 5 & Univ.,
so. side*



12th Street



btw 5 & Univ., no. side

University Place, west side, btw. 11th & 12th



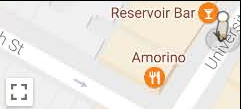
SW corner,
Univ. Pl. & 12th St.

West side of University Place, south of 11th Street



69 University Pl
New York

Street View - Sep 2016



Google



CORCORAN

O'Sullivan Antiques

10th Street, no. side,
btw. Broadway and Univ. Pl.



Broadway, west side



Btw. 10th and 11th Streets



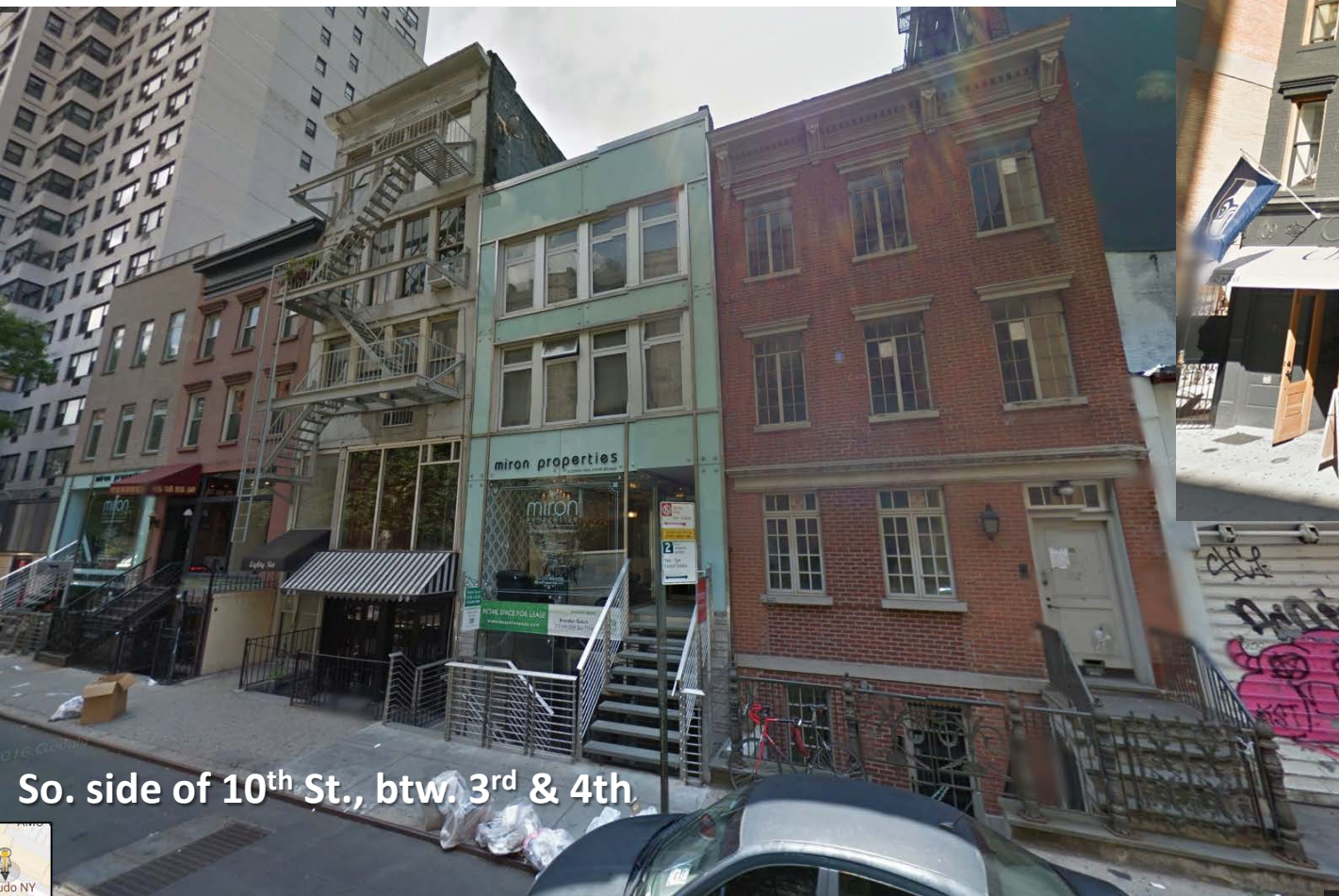
Btw. 11th and 12th Streets



4th and 9th, NE corner



No. side 9th, btw. 3rd & 4th



So. side of 10th St., btw. 3rd & 4th



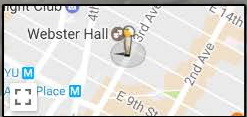
West side of 3rd Avenue, between 10th and 11th Streets



59 3rd Ave

New York

Street View - Aug 2014



Google

East side of 3rd Avenue, between 12th and 13th Streets

102 3rd Ave
New York

Street View - Dec 2014



Google

West side of 3rd Avenue, between 12th and 13th Streets





12th Street, north side, between 4th and 3rd Avenues



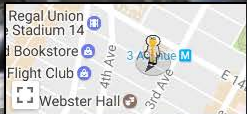
4th Avenue, east side, between 12th and 13th Street

South side of 13th Street, between 3rd and 4th Avenues



139 E 13th St
New York

Street View - Jun 2014



Google

No. side 13th St., btw. 3rd & 4th Aves.



So. side 13th St., btw. 3rd & 4th Aves.

West side of 4th Ave., btw. 11th and 12th Streets



**East side of 4th Ave.,
btw. 11th and 12th Sts.**

Next Steps:

(all on flyers)

Next Steps:

- **Send letters:**
 - www.gvshp.org/mayor
 - www.gvshp.org/elected

Next Steps:

- **Brian Lehrer WNYC**
“Ask the Mayor”
- Tweet, Facebook, email, or call

Next Steps:

- **Rally/Press Conference**
Sat. 4/22, 3pm
E. side B'way, no. of 11th
- ➔ *Attend & spread the word*

TELL MAYOR DEBLASIO:



PROTECT OUR NEIGHBORHOOD NOW!!

We're experiencing a flood of oversized condo, hotel, and office development, because the Mayor opposes needed zoning and landmark protections for the area. Now he wants permission from the City Council to build a 'Tech Hub' here, which will only make the problem worse.

Tell Mayor de Blasio: NO 'TECH HUB' WITHOUT THE PROTECTIONS OUR NEIGHBORHOOD NEEDS!!!

Rally & Press Conference

Saturday, April 22 @ 3pm

E. side of B'way, north of 11th Street

More info at www.gvshp.org/savemyneighborhood

www.gvshp.org



Greenwich Village
SOCIETY FOR HISTORIC PRESERVATION

