

# 第三、第四大道用地重新分類規劃 (Rezoning) (適當但必要) 的提案:

建議將土地使用類別C6-2A 改為C1-7A，其目的是為了：

- 防止該區域過於大型的商業建築（如酒店、辦公樓）之開發；
- 加強該區域原有住宅區的居住特性；
- 鼓勵在該區域內保留和建設鼓勵可負擔住宅（Affordable Housing）；



現有的C6-2A土地使用類型將會導致原有住宅區內超大型商業建築的開發

- 一方面該用地規劃會破壞現有的住房（其中大多數是長期租戶及租金受管制的住宅單位），大型酒店和辦公樓的增加也會改變本地區原有的居住區特質；
- 另一方面這也阻礙了該地區保留和增建可負擔住宅的可能性。雖然C6-2A的用地規劃中通過容積率獎勵來鼓勵開發商在該區域保留和增建可負擔住宅，而實際上該用地規劃又允許開發商通過進行更大的純商業開發來避開配建可負擔住宅的初衷。

## 案例：東11街 112 - 120 號

為了開發一棟含300個房間、高120英尺的“Moxy”酒店，開發商拆除了五棟建於1890年代的公共住宅。被拆除的五棟住宅樓可以提供100個永久租住單元（包括租金管制租戶）。而新建的酒店卻是以商業娛樂為目的，通過舉行派對來吸引千禧一代的年輕人。



2016

2017



2018

現有的用地規劃允許此類較住宅用地更大型的商業開發。

這為拆除現有房屋、避開可負擔住宅和建設純商業用途建築提供了很強的動機。

而在提案中的土地重新分類規劃之下，這些住宅樓本應不會被拆除。即使他們被拆除，在新的分類規劃之下，開發商將需要重建14,422平方英尺的可負擔住宅來取代原有被拆除的住宅樓。

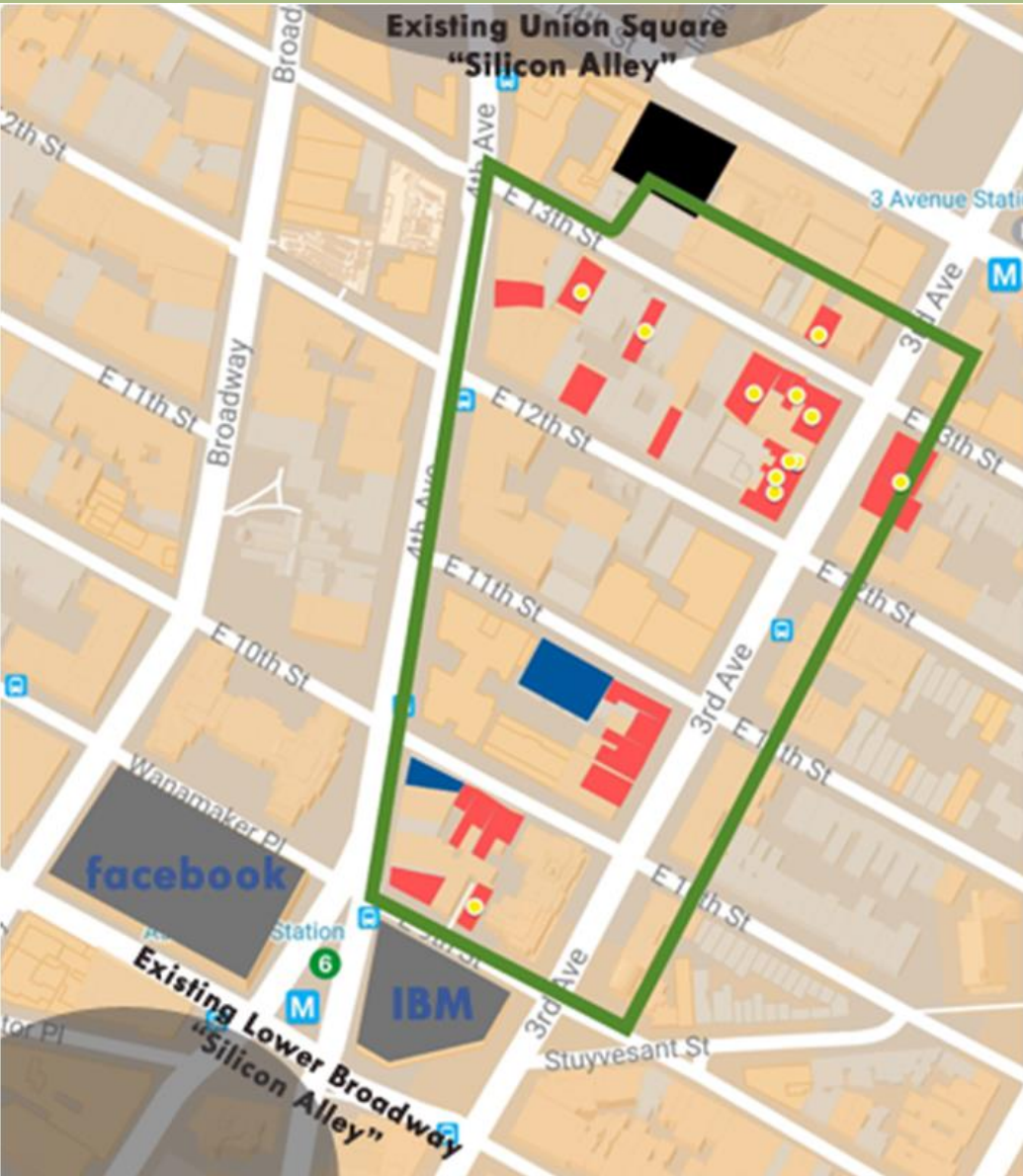
由於近年來科技產業所打造的紐約“矽谷”從Union Square和Astor Place不斷向兩者中間的地帶擴張，包括第三和第四大道沿線區域在內，該區許多潛在的發展地段都面臨威脅，這種情況正在迅速惡化。

如果在緊鄰本區的第14街建設“科技中心”（Tech Hub）的方案一旦被批准，這一舉動將會加速破壞本區居住現狀，損失提供和新建可負擔住宅的機會，並且在該區造成過度的商業開發。

為了應對本區域面臨的挑戰，經過全面的考慮，我們提出了關於本區土地利用規劃適度但有必要的改動意見，希望得到大家的斟酌和採納！

# Tech Building BOOM

第三、四大道上的  
科技摩天大樓??



- 潛在開發地塊
- 目前正在開發的地塊
- 當前科技產業開發區域
- “科技中心”提案
- “土地再分類”建議區域範圍
- 含受管製租金租戶單元的潛在開發地塊

\* 註：資料來源 [www.nycrgb.org](http://www.nycrgb.org)。 “上述所列建築自1984年之今已在紐約市房管局和社區更新項目中歸檔。本文所提到的受管製租戶的具體數量和單元位置詳細情況以房管局檔案為準。”

## C6-2A地塊現狀土地分區容積率分析



現有土地分區

### C6-2A地塊現狀 (含包容性住房)

最大容積率

住宅建築

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

社區公共設施

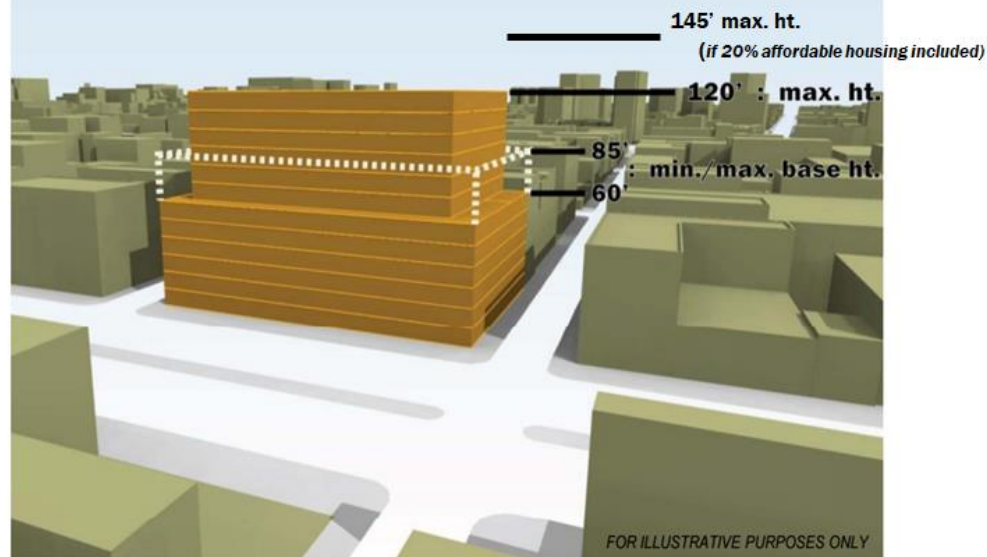
max FAR: 6.5

商業建築

max FAR: 6.0

允許商業建築容積率可高於住宅容積率，  
但多出部分最多不超過住宅容積率的10%

BUILDING FORMS (CONTEXTUAL CONTROLS):



第三、四大道土地分區現狀

### 第三、第四大道土地重新分類規劃的建議

一項對商業樓宇容積率簡單而合理的改變即可保護此地區發展

| 類別<br>地域        | 住宅樓宇建造<br>容積率     | 商業樓宇建造<br>容積率 | 社區設施建造<br>容積率 | 臨街牆<br>高限 | 退入線以後的<br>牆高限            |
|-----------------|-------------------|---------------|---------------|-----------|--------------------------|
| C6 – 2A<br>(现状) | 5.4 > 7.2 (包容性住房) | 6.0           | 6.5           | 60 – 85英尺 | 120英尺 > 145英尺<br>(包容性住房) |
| C1 – 7A<br>(提议) | 5.4 > 7.2 (包容性住房) | 2.0           | 6.5           | 60 – 85英尺 | 120英尺 > 145英尺<br>(包容性住房) |

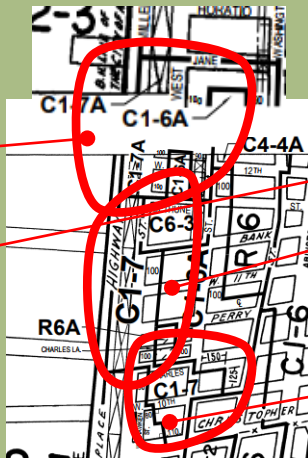
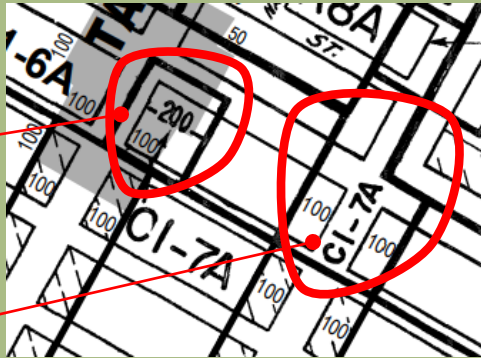
- 提議的土地重新分類中，90%的區域的商業容積率將改為2甚至更少，因此符合提議的重新分類。
- 通過將最大商業容積率降低到2，它將確保在同一地區內絕大多數建築為住宅，而沒有大型商業建築。
- 對於住宅建設，提議的土地分類極大鼓勵了該區可負擔住房的建設，並且保護了這個地區現有的可負擔住房。目前新的住房開發已經利用了可負擔住房政策。

# C1-7 和 C1-7A 分類的含義和範圍？

土地類別C1-6 到 C1-9 是以住宅為主的商業區塊。它們多集中於城市內中等和高密度的區域。典型的商業零售用地包括滿足居民日常需求的雜貨店，藥店，小型乾洗店，餐廳和本地服裝店等。此類商用建築通常與住宅結合，限高1-2層，作為裙樓分佈在住宅樓的底層。

C1-7A 類包括以下几个區塊：

- 邊界以第13街，第14街，第二大道和第一大道為界，靠近第二大道的西部三分之一處
- 介於第13街和第15街之間的第一大道
- 從第35街到第40街之間的第九大道
- Washington, West, and Jane Streets的部分地區
- 從第13街到第9街的大學區（University Place）（擬議中的区域）

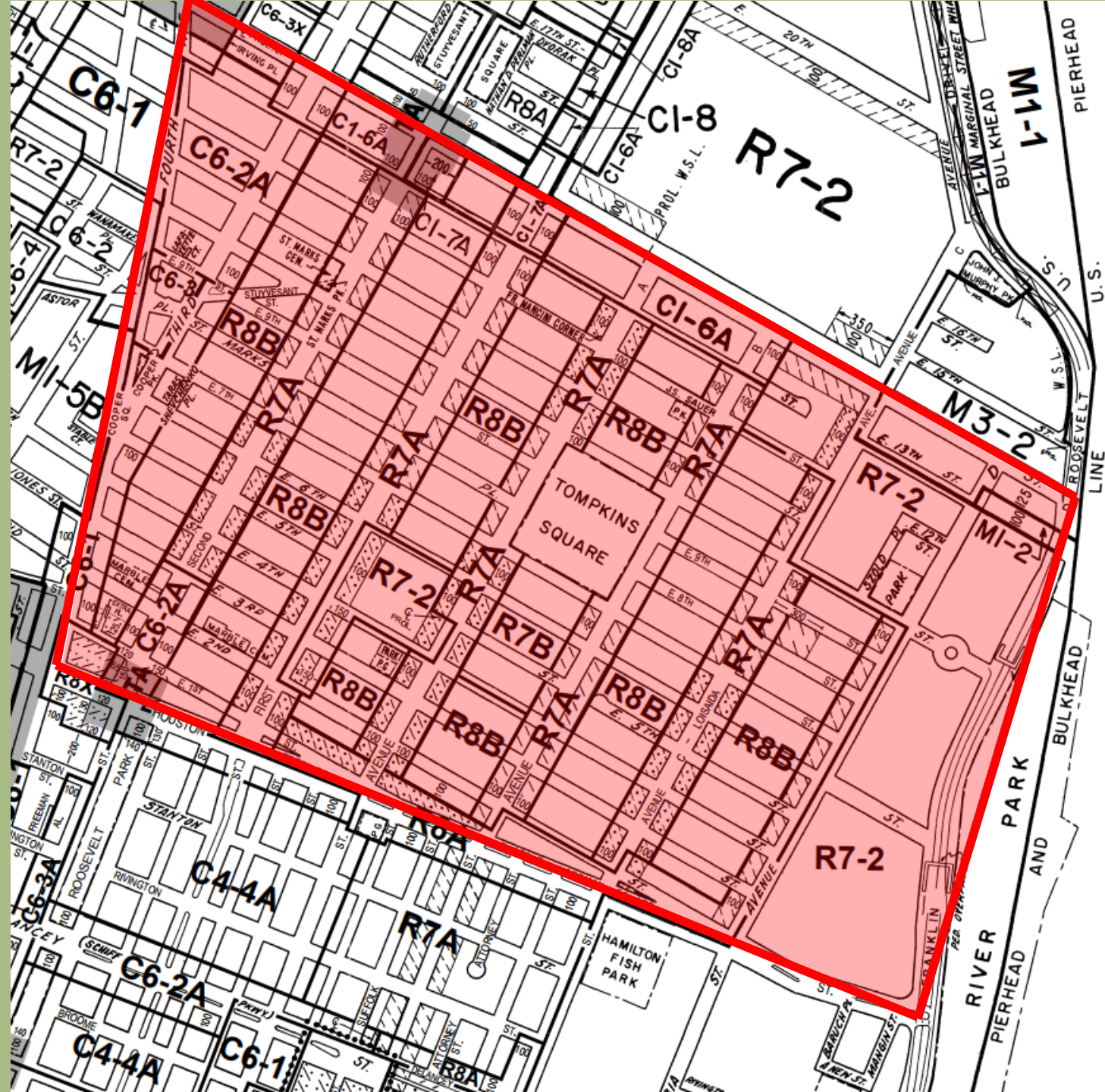


C1-7 類別由下列區塊組成：

- 第12街和第14街之間的第六大道
- 第13街和第8街之間的大學區（University Place）
- 第五大道和百老匯街之間的第8街
- Charles Street和Bank Streets之間的West Street
- 第10街，Charles, Christopher, 和 Washington Streets交界的周邊



在東村區域內，第三大道和第四大道沿線土地分類規劃是為該區商業開發密度而執行的特殊規劃案例。

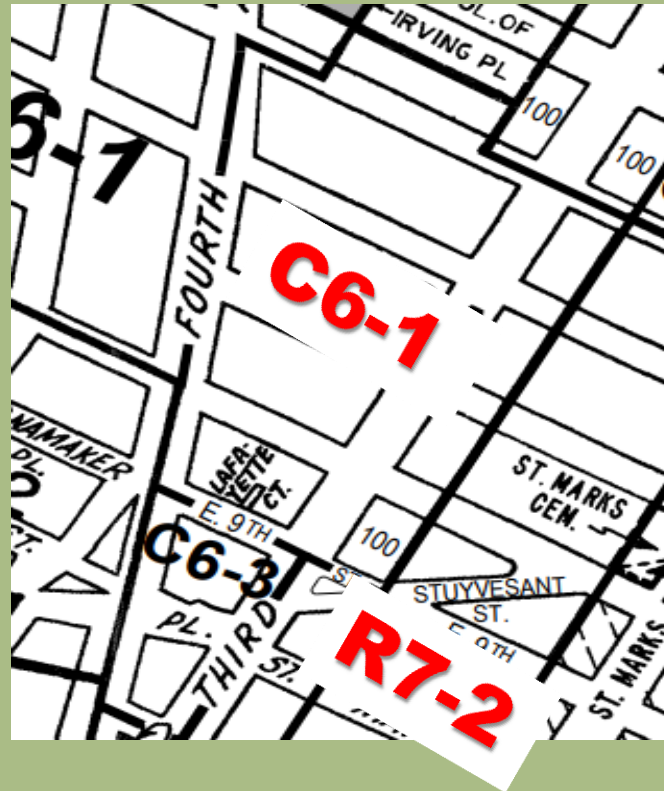


### 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



- **2005 年 – 格林威治村歷史保護協會（GVSHP）要求城市規劃局（DCP）對第三 - 第四大道重新進行土地用途分類。**

# 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



- 2006年 – 第三社區理事會通過表決，決定支持GVSHP 土地用途重新分類的請求。

## 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



- 2008年 – 紐約市通過了東村/下東區用地重新分類決議，但在GVSHP、第三社區理事會以及市議員Rosie Mendez的反對之下，該決議不包括第三 - 第四大道區域。

# 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



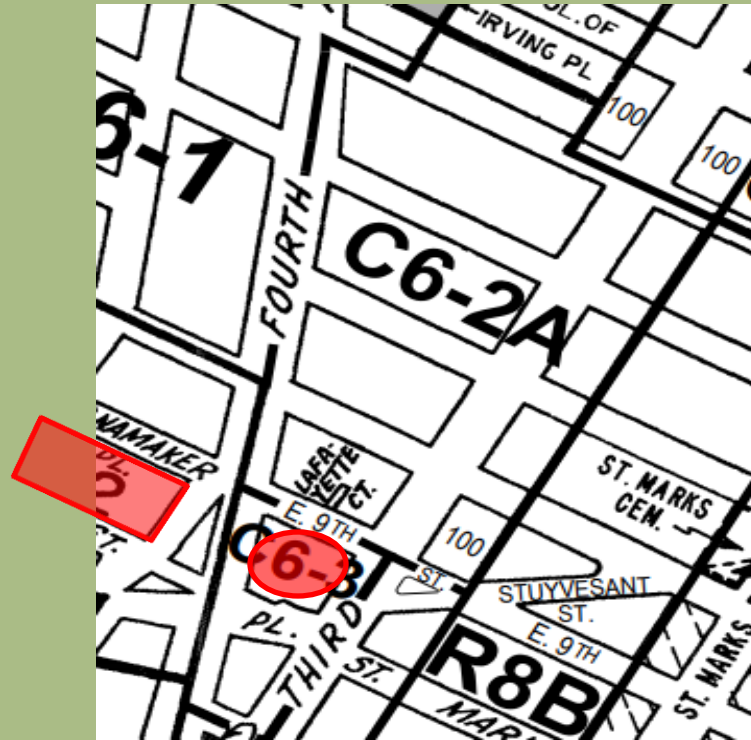
- 2010年 – 紐約市通過了第三、第四大道用地重新分類的提案，儘管并未達到GVSHP、第三社區理事會，以及市議員Mendez預期的要求，但使當時的土地分類規劃狀況得到一定改善。

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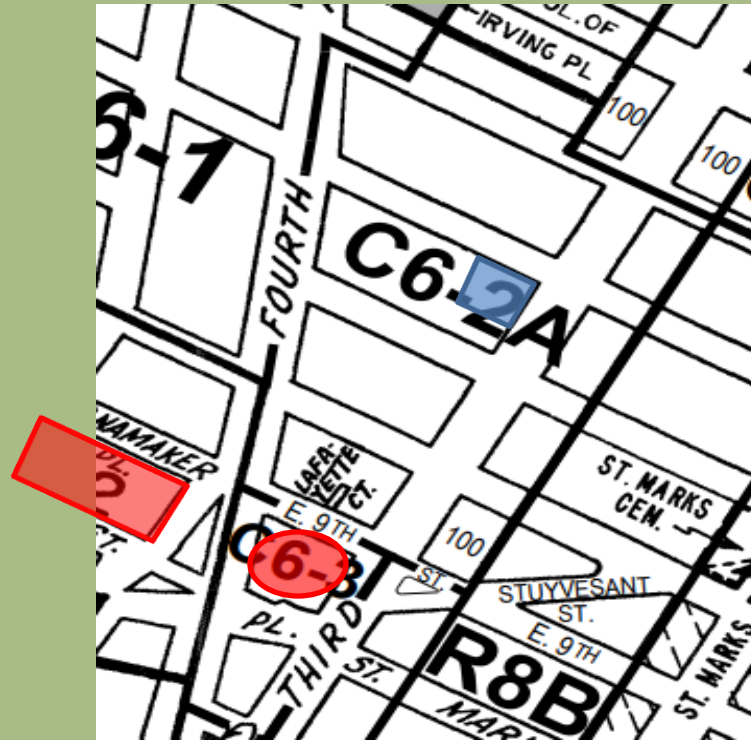
(2013 年 - IMB 和其他公司入駐 新建成的 51 Astor Place)

### 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



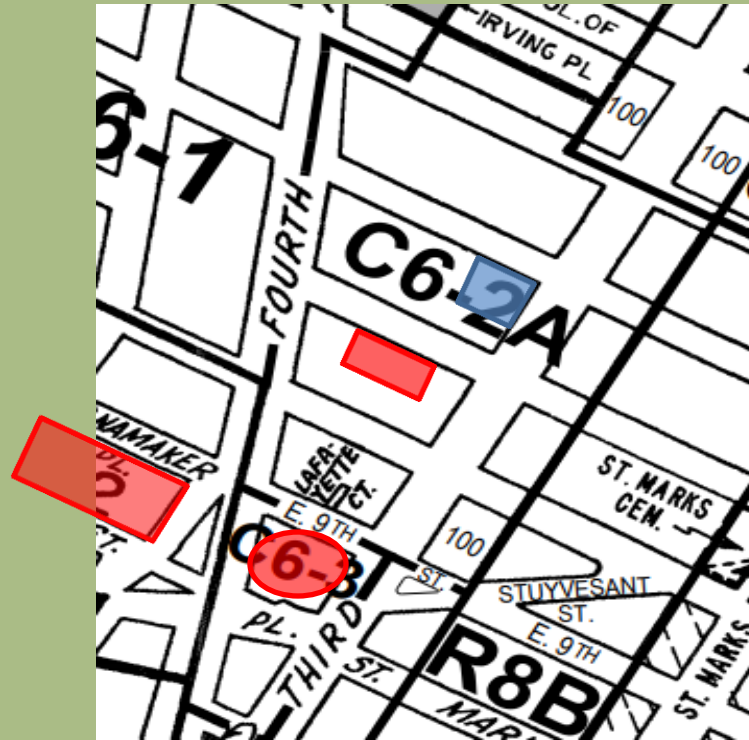
- (2014年 – 臉書(Facebook) 辦公地入駐 Frank Gehry所設計的百老匯770號辦公樓)

# 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



- 2014年 – 東12街138號建成，它是依照新用地規劃分類建造的首座住商結合的住宅，地上一層為**West Side Market**，以上樓層為住宅，而同時在第三社區另一處增建了可負擔住房；公眾對此舉措普遍滿意。

### 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



- 2016年 – 宣布計劃拆除位於東11街的五棟公寓住宅，並在原址上建造一棟300間客房的酒店。

# 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



- (2016年-科技產業的快速擴張引發了從Union Square到Astor Place，沿百老匯大街多個新的投機性開發項目；
- 現任紐約市長宣布14街“科技中心”項目提案，極大吸引了科技行業對這一地區的興趣)

# 第三 - 第四大道土地類別變更歷史沿革 (及鄰近區域的相關開發)



- 2017年初 – GVSHIP在社區會議上提出了第三-第四大道用地重新分類的建議，確認了十多項未來可能的開發區域；議員Mendez和其他民選官員，居民和社區團體表示強烈支持；GVSHIP请求第三社區理事會予以支持；紐約市拒絕對該提议作出直接回應，并通过媒體貶低该提议。

June 2017 Issue

## Union Square's building blitz

*Developers pour cash into Manhattan's Silicon Alley as preservationists push back*

By Dennis Lynch | June 01, 2017 10:00AM



Union Square

Union Square — an already thriving slice of Manhattan — is getting an injection of new development. And the area, which gets an estimated 344,000 people passing through on a typical weekday, is also becoming significantly pricier. A slew of new projects, including Billy Macklowe's 52-unit condo tower at 21 East 12th Street, are poised to change the office and residential mix in the area, which real estate players say extends a half mile in each direction from the park. Those projects come as the city is also investing big in the area. In February, the de Blasio administration unveiled renderings of its proposed **Union Square Tech Hub**, a 258,000-square-foot building that, if approved, would replace the P.C. Richard & Son building in a high-profile 14th Street location on the south edge of the square. Meanwhile, in 2014, **IBM's Watson Center moved into 51 Astor Place** a few blocks south of Union Square, further cementing the neighborhood's Silicon Alley status. But not everyone is happy with this investment and development rally. Preservationists are getting louder, and City Council member Rosie Mendez, who represents the area, is calling for a "contextual rezoning," telling one news outlet that residents are "under great pressure by developers."

### \$2.03B

The total dollar amount of real estate transactions, including building sales and development, in the Union Square area since May 2015. That includes the \$209 million purchase of 114 Fifth in October 2015, the priciest property sale during the time stretch.

**Tech Development is already driving boom in this area:**

27

The number of major tech, advertising, media and information — aka TAMI — office tenants in the Union Square area. Those companies, which are growing in ranks, already include Facebook, Hulu, StreetEasy, BuzzFeed and eBay.

### \$16.5M

The in-contract price for the most expensive pad at Macklowe's 12th Street project. The Annabelle Selldorf-designed building, which the developer has had in the works since 2012, replaces a retail stretch that included the trendy bowling alley **Bowlmor Lanes**. Asking prices start at \$2.4 million.

145

The maximum height that preservationists want for new buildings around Union Square. But several in-progress projects already exceed that limit, including a 14-story commercial project at 827 Broadway, a 15-story mixed-use tower at 809 Broadway and Macklowe's 23-story tower.

### \$250M

The estimated cost of the Union Square Tech Hub (rendering pictured), which City Hall claims will create 600 jobs "in the tech ecosystem." That will add to the 22,500-plus tech jobs in the Union Square area — the most of any sector in the neighborhood, including retail.

### \$22M

The price that Ranger Properties paid in 2015 for a pair of buildings at the corner of East 13th Street and University Place. The developer demolished the buildings, one of which housed the University Deli, and is constructing a seven-story luxury condo where prices start at \$6 million.

### \$2,347

The increase in median rent in the Union Square area since 2008. Residential rents have jumped to \$3,700 from \$1,353 in the nine-year period.

### 35M

The number of passengers who pass through the 14th Street/Union Square subway station each year. That number will likely drop dramatically during the 15-month shutdown of the L train in Manhattan.



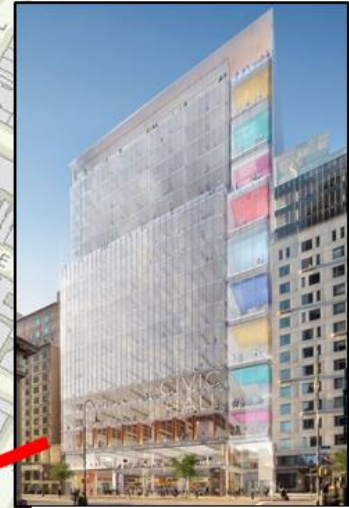
**Traditional Silicon Alley—  
Flatiron District/  
Broadway**

**The New  
'Silicon Alley'?**

**770 Broadway  
(Facebook)**

**51 Astor Pl.  
(IBM)**

**New Tech  
Concentration—  
SoHo/Lower  
Broadway**



關於“科技中心”（現為  
“P.C. Richards”所在地）  
的提案：

- 需要經市議會批准
- 商業空間面積超過現有用地規劃的67%
- 在住宅專用地塊進行商業性開發
- 未考慮建設可負擔住房
- 如果不採取土地使用分類保護措施，“矽谷”將繼續向南和向東擴張，並加速不良商業開發的影響。

# Experts Agree

## Advancing a new wave of urban competitiveness:

The role of mayors in the rise of innovation districts

June 2017



gated developments, dead-end streets, railroad tracks, excessive long blocks with no active uses, or other barriers

Hubs with some degree of **density and mixing** to create a highly networked and "buzzing" innovation community. This evaluates the hub's ability to **create a mix of residential and commercial buildings**, ground-floor activity, public markets, cultural amenities, public spaces, and other uses that connect people to one another (**as determined by zoning** and how uses are currently mixing on the ground).

**10. Get ahead of affordability issues.** Successful districts can, over time, drive up market pressures, **impacting the ability of start-ups, maturing firms, and neighboring residents to remain in these areas.** Smart districts respond early, **getting ahead of the curve** through a **range of policy moves** and strategic projects that preserve affordability and the diversity it engenders.

Employment and residential densities

advocating for increased and renewed funding for affo

**1. Implement a "No Net Loss" policy at the city level to require all affordable units lost through renovation, conversion, or demolition**

## Development without Displacement RESISTING GENTRIFICATION IN THE BAY AREA

## Planning and tech

Planning for the growth of the technology and advanced manufacturing sectors

### Recommendations

To attract tech and AM firms

- Monitor the local economy using company registration data
- Employ a team to engage with the sector
- **Ensure adequate housing and infrastructure capacity**

#### Kendall Square

**Background:** Now 30 years in the making, Kendall Square is a well-known Innovation District, having previously consisted of commuter car parks. Occupiers include Yahoo, Amazon, Microsoft and Google.

**Successes:** Massachusetts Institute of Technology (MIT) has been critical to Kendall Square as it offers research and innovation credibility as well as recruitment appeal, which is important given the flow of graduates companies rely on. Ryan Chin, Founder of a company who build self-driving cars, provided insight into why he located his offices here, describing "an 'ecosystem' providing opportunities for tech entrepreneurs to collaborate and inspire each other." Add to this the proximity of funding through venture capital firms and social opportunities such as "Venture Cafes" and you have a potent mix.

**Lessons learnt:** The district includes public open spaces, entertainment, restaurants and coffee shops, yet homes are more of a challenge. The authorities appear to be facing similar housing supply challenges to knowledge cities in the UK, with an integrated housing strategy appearing to be secondary to commercial elements. This is a key lesson for the UK, as a community feel, embedded from the start, is essential. **The local authority was considering new ways to tackle the issue of affordability retrospectively, such as applying a charge to new commercial development (per sqft) to fund affordable housing elsewhere in the City.** The challenge will therefore be **one of proximity of housing** to harness the opportunities of clustering.

Hackney Community College in London has started an apprenticeship scheme with local tech firms, to both grow the local skills base, and help meet the demands of the sector.

Another option is to collaborate with tech firms in urban regeneration projects. Tech firms and employees display a preference for easily accessible, walkable, **multi-use districts**. This provides a clear opportunity to reconfigure urban areas. In some cities, previously industrial districts are undergoing physical transformations, alongside economic ones. Well planned regeneration projects will **make use of consultations to involve the views of the local community.** This is a crucial part of the process, in order to avoid displacing local residents and businesses.

Finally, local governments can employ a team to engage with the sector. In order to attract and harness the growth of the tech sector, it is essential to have a range of factors that drive investment

## How tech firms can drive growth, without making inequality worse

February 16, 2016 9:58am EST

from www.shutterstock.com

**Community Board #3  
Resolution  
December, 2015  
via Economic  
Development  
Committee**

**Guidelines to Accompany the 124 East 14th Street Request for Proposals by EDC**

**WHEREAS**, the NYC Economic Development Corporation (NYC EDC) released a Request for Proposals (RFP) for the PC Richard & Son site on 14th Street on November 5, 2015, for which proposals are due on February 26, 2016, and

**WHEREAS**, the site is not built to the full extent of what is allowable under existing zoning, and that site is currently occupied by PC Richard & Son, which has a lease that expires on February 26, 2016, and

**WHEREAS**, the RFP seeks proposals that, among other things, "support the development of 21st century workforce skills, create high density of jobs per foot, and/or propose the formation of next generation companies and industries in the City," and

**WHEREAS**, Community Board 3 (CB 3) has long advocated for a strong local economy that is diverse, affordable, supportive of independent small businesses, and reflective of this residential community, and

**WHEREAS**, while CB 3 strongly supports modern job creation within the District, CB 3 is disappointed that it was not afforded an opportunity to advise on the RFP before it was drafted and released, especially since there is precedent for successful collaboration between CB 3 and NYC EDC, so

**THEREFORE, BE IT RESOLVED**, that with regard to any retail use on site CB3 supports a diverse mix of uses on-site, CB 3 will not support a chain store being situated on site unless it is that of the existing business (PC Richard & Son), will not support an eating or drinking establishment serving alcohol being situated on site due to an over-proliferation of such uses in the District, and will only support retail that is affordable to the local community, so

**THEREFORE, BE IT FURTHER RESOLVED**, that with regard to any housing on site, CB 3 will only support proposals for housing that are 100% permanently affordable, and in absolutely no instance will CB 3 support a dormitory at the site, so

**THEREFORE, BE IT FURTHER RESOLVED**, that CB 3 strongly supports a required prevailing wage for all jobs on site, and urges Proposers and NYC EDC to collaborate with the Lower East Side Employment Network (LESEN) when hiring for permanent jobs, so

**FINALLY, THEREFORE BE IT FURTHER RESOLVED**, that CB 3 strongly requests that NYC EDC make all proposers aware of CB 3's position on the RFP by referring them to the CB 3 website as soon as possible before the RFP due date.

## City Council District 2 Candidate Questionnaire

### Candidate name: Carlina Rivera

1. Do you support the proposed rezoning of the University Place/Broadway and 3rd/4th Avenue Corridors put forward by GVSHP and City Councilmember Rosie Mendez which Mayor de Blasio and the Department of City Planning have thus far opposed? If not, why?

Yes, I support the proposal to rezone University Place/Broadway, as well as the 3rd/4th Avenue Corridors. A contextual rezoning that spans Third to Fifth Avenues from 8th Street & Astor Place to 14th Street is desperately needed to stop the proliferation of commercial out of scale development that is currently taking place. I believe that the Bowlmor Development Site is proof that a rezoning is needed since the out-of-context and over-scaled building that is currently going up actually could have been taller under the existing zoning. Furthermore, the current zoning incentivizes commercial development and that threatens our existing residential buildings. The proposal to lower the commercial FAR to 2.0 would dissuade such speculation, stabilize the residential housing and preserve existing residential units.

紐約市裡無論哪個區域，有關該區統一土地使用評估程序（ULURP）需經過紐約市議會的投票決定是否通過。回顧市長管理開發項目的先例，為了保護所在區域民眾的利益，紐約市議員都曾針對他們所管理的區域與市政府協商並討論通過了土地再分區的提案。因此，作為一名女議會員，我呼吁紐約市政府批准本區的土地重新分類提案。僅在局限的這一條件下，我才會支持市長的“科技中心”項目（Tech Hub）。

我支持關於大學區/百老匯（University Place/Broadway）以及第三、四大道（3rd/4th Avenue Corridor）的土地再分類提案。對於從第八街、Astor Place開始，一直延伸到第十四街的第三至第五大道區域，面臨超大型商業建築開發現狀，為了防止日益擴張，有關該區域土地再分區提案是非常有必要的。

2. The City is proposing a Tech Hub for 124 East 14th Street. Whatever the merits of the proposed project, under current conditions it is extremely likely this project will accelerate the extension of "Silicon Alley" south from Union Square down to Astor Place, and through the University Place/Broadway/3rd Avenue/4th Avenue corridors, vastly increasing pressure for out-of-scale and commercial development in this largely residential area. Community groups and Councilmember Mendez have said that the City should be required to approve the proposed zoning protections for the University Place to 3rd Avenue corridors in order to get City Council approval for the Tech Hub. Would you be willing to use your leverage as a City Councilmember to condition your support for the Tech Hub upon the city approving zoning protections for the adjacent residential area? If not, why?

Since the NYC Council has to vote to approve or disapprove any ULURP (Uniform Land Use Reform Procedures) matters and other Councilmembers have successfully negotiated zoning changes and benefits for their district in exchange for the support of a Mayoral Administration project, then I would use my leverage as Councilwoman to condition my support for the Tech Hub upon the city approving zoning protection for the adjacent residential area. While I understand that the TechHub will bring valuable training and job opportunities to the district, without the needed zoning protections for the neighborhood, it would lead to acceleration in out of scale development for the surrounding residential neighborhood. The district deserves both a contextual rezoning and job development, and the Administration can make that happen.

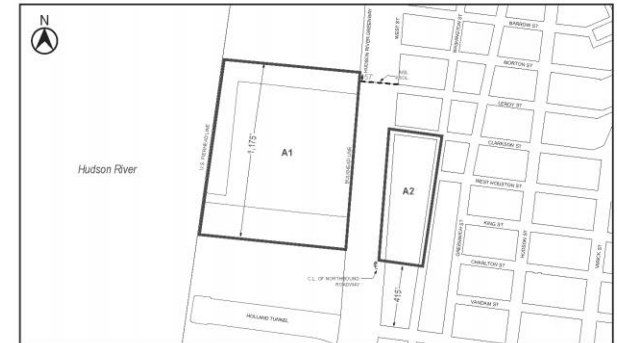
## 2016年12月 – 40號碼頭/聖約翰終點站/哈德遜河公園 統一土地使用評估程序（ULURP）



(12/15/16)

### Appendix Special Hudson River Park District Plan

Transfer of Floor Area - Granting and Receiving Sites

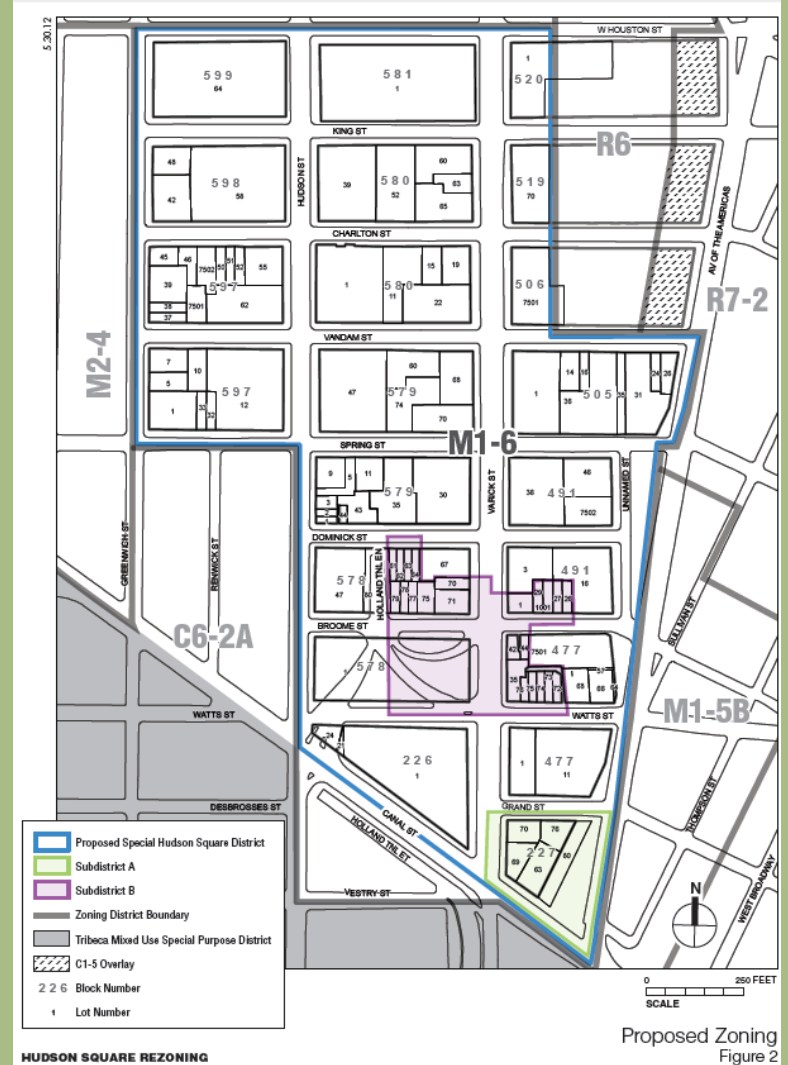


#Special Hudson River Park District#  
A1 #Granting Site#  
A2 #Receiving Site#

當地市議員，社區理事會和社區團體（GVSHP）成功達成協議：

- 對鄰近地區的地標建筑加以保護
- 對鄰近地區通過用地分類加以保護
- 修改計劃中的開發規模，防止超大型零售店和大型綜合商業中心的建設

# 2013年5月 – 哈德遜廣場用地重新分類



當地市議員，社區理事會和社區組織（GVSHP）成功地達成了協議：

- 對鄰近地區的地標建筑加以保護

## 我們懇請第三社區理事會：

- **盡快**通過決議，支持擬議中的第三 - 第四大道用地重新分類 (務必在“科技中心”項目的土地使用評估程序開始前)
- 承認在現有規劃用地類別下，在14街建立“科技中心”的規劃方案會加劇本地區的發展問題和矛盾
- 鑑於“科技中心”可能會帶來的負面影響，承認對當前用地規劃進行修改，或者與“科技中心”規劃方案批准進程進行同步修改之必要性



**大學區/百老匯重新分類建議**  
(在《居住質量和可負擔住房分類》啟用之後)

| 類別<br>地域      | 住宅建造<br>容積率 | 商業建造<br>容積率                   | 社區設施建造<br>容積率                 | 臨街牆<br>高限 | 退入線以後的<br>牆高限 |
|---------------|-------------|-------------------------------|-------------------------------|-----------|---------------|
| <b>C1 – 7</b> | 可達 6.02     | 2.0                           | 6.5                           | 無         | 無             |
| <b>C6 – 1</b> | 可達 3.44     | 6.0，20% 容<br>積率獎勵（廣場<br>獎勵制度） | 6.5，20% 容<br>積率獎勵（廣場<br>獎勵制度） | 無         | 無             |
| <b>R7 – 2</b> | 可達 3.44     | 0                             | 6.5                           | 無         | 無             |