

Supporters of GVSHP's Proposed Zoning Protections for University Place/Broadway/3rd Ave./4th Ave. Corridors:

Community Board 2

Community Board 3

Council Member Carlina Rivera

State Senator Brad Hoylman

Assembly Member Deborah Glick

Former Council Member Rosie Mendez

State Senator Liz Krueger

Cooper Square Committee

Fourth Arts Block

Good Old Lower East Side

Metropolitan Council on Housing

MUD Cafe

New York Communities for Change

Lower East Side Power Partnership

East Village Community Coalition

East Village Independent Merchant's Association

Lower East Side Preservation Initiative

Bowery Alliance of Neighbors

Vision Urbana

Loisaida Inc.

The 10th & Stuyvesant Streets Block Association

9th Street A-1 Block Association

New York Marble Cemetery, Inc.

Coalition for a District Alternative

Village Independent Democrats

Eight B C D Block Association

Tobi Bergman, *Chair*
Terri Cude, *First Vice Chair*
Susan Kent, *Second Vice Chair*
Bob Gormley, *District Manager*



Antony Wong, *Treasurer*
Keen Berger, *Secretary*
Susan Wittenberg, *Assistant Secretary*

COMMUNITY BOARD NO. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE

NEW YORK, NY 10012-1899

www.cb2manhattan.org

P: 212-979-2272 F: 212-254-5102 E: info@cb2manhattan.org

Greenwich Village ♦ Little Italy ♦ SoHo ♦ NoHo ♦ Hudson Square ♦ Chinatown ♦ Gansevoort Market

January 23, 2015

Carl Weisbrod, Director
City Planning Commission
22 Reade Street
New York, NY 10007

Dear Mr. Weisbrod:

At its Full Board meeting on January 22, 2015, CB#2, Manhattan (CB#2-Man.), adopted the following resolution:

University Place Corridor Contextual Rezoning Proposal: Andrew Berman, Executive Director of the Greenwich Village Society for Historic Preservation (GVSHP), presented a proposal for a contextual rezoning of certain blocks and parts of blocks within an area bordered by Broadway, Fifth Avenue, 8th Street and 14th Street. The proposed rezoning would impose height limits on new development, prevent high-rise tower development, eliminate zoning incentives for dormitory and hotel development, and encourage or require creation of inclusionary housing.

Whereas

1. Andrew Berman made a presentation to CB2's Land Use Committee regarding GVSHP's suggested contextual rezoning of the University Place/Broadway Corridor; and
2. GVSHP proposes that the boundaries of the proposed area be: 8th Street to the south, 14th Street to the north, Broadway to the east and the east side of Fifth Avenue on the west; and
3. This area is not part of the Greenwich Village Historic District.
4. The current zoning regulating this area has no height or bulk limits, allowing and even encouraging the construction of tall towers particularly on larger sites; and
5. This area is characterized predominantly by structures that meet a similar street wall and rise between 2 to 12 stories; and
6. The preservation of the low- to mid-rise scale buildings in this area is essential to its character- both in height and bulk; and
7. Under the existing zoning, a 308 ft. tall tower is planned and approved for 110 University Place, which although totally out-of-scale and out-of-context for this area is completely as of right; and
8. Under the existing zoning, more such out-of-scale developments could take place throughout the area; and

9. The current zoning favors hotel or dormitory development over residential development, which is not in keeping with the character of the neighborhood; and
10. Contextual rezoning in other parts of the Village and East Village in recent years has replaced zoning districts such as these with ones that encourage appropriate development in terms of scale and use; and
11. The public hearing held by the Land Use Committee of Community Board #2 attracted approximately 125 people, and all but one of those attendees who spoke were in favor of a contextual rezoning.

THEREFORE BE IT RESOLVED

1. That CB2, Man. supports the proposal of the Greenwich Village Society for Historic Preservation for a contextual rezoning of this area, including a provision and incentive for inclusionary housing; and
2. That CB2, Man. finds height limits between 80 and 120 feet more appropriate to new development in the area; and
3. That CB2, Man. urgently requests that the Department of City Planning, in its capacity as the applicant, move expeditiously to pursue a contextual rezoning.

Vote: Unanimous, with 45 Board members in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



Tobi Bergman, Chair
Community Board #2, Manhattan



Anita Brandt, Chair
Land Use & Business Development Committee
Community Board #2, Manhattan

TB/fa

c: Hon. Jerrold L. Nadler, Congressman
Hon. Sheldon Silver, Assembly Speaker
Hon. Deborah Glick, Assembly Member
Hon. Daniel Squadron, NY State Senator
Hon. Brad Hoylman, NY State Senator
Hon. Gale A. Brewer, Manhattan Borough President
Hon. Margaret Chin, Council Member
Hon. Rosie Mendez, Council Member
Edwin Marshall, Dept. of City Planning



THE CITY OF NEW YORK
MANHATTAN COMMUNITY
BOARD 3

59 East 4th Street - New York, NY 10003

Phone (212) 533-5300

www.cb3manhattan.org - info@cb3manhattan.org

Jamie Rogers, Board Chair

Susan Stetzer, District Manager

December 20, 2017

Marisa Lago, Director
Department of City Planning
120 Broadway, 31st Floor
New York, NY 10271

Dear Director Lago,

At its December 2017 monthly meeting, Community Board 3 passed the following resolution:

VOTE: To Support a Proposal to Change the Zoning of 3rd and 4th Avenues From 14th Street to 9th Street from C6-2A to C1-7A.

WHEREAS, CB 3 has for the last 10 years gone on record as seeking a zoning solution for the 3rd and 4th Avenue corridor which maximizes affordable housing and caps building heights; and

WHEREAS, CB 3 is concerned about the proliferation of hotels in the area; and

WHEREAS, the current zoning for the 3rd and 4th Avenue corridors allows a significant density of commercial development, such as the Moxy Hotel with multiple bars rising at 112-120 East 11th Street, which replaced five tenements with almost 100 units of permanent housing, including rent-regulated units; and

WHEREAS, more such development, which is incompatible with the character of this area, is likely under current conditions due to the existence of multiple sites which are similarly "underbuilt" as compared to the density allowed by the existing zoning; and

WHEREAS, the existing zoning offers an incentive for commercial development over residential development, since the as-of-right FAR for market-rate commercial development is 6.0 whereas the as-of-right FAR for market-rate residential development is 5.4 or 10% less; and

WHEREAS, by encouraging commercial development in this area the existing zoning also allows developers to avoid the existing incentives for creating or preserving affordable housing, which do not apply to commercial developments, thus losing an important and all-too-rare opportunity; and

WHEREAS, residents of this area, Councilmember Rosie Mendez, and the Greenwich Village Society for Historical Preservation have been seeking changes to the zoning for this area for well over a dozen years, and the previous rezoning of the area only addressed some of those concerns; and

WHEREAS, CB 3 is long on record calling for and supporting the zoning changes requested for this area; and

WHEREAS, the recently dramatically expanding tech industry in the area is vastly increasing the pressure for new commercial development which may be welcome in many respects but at appropriate locations and not in the midst of predominantly residential blocks; and

WHEREAS, the possibility of a new "Tech Hub" which is proposed to be focused in part on civic tech incubation and tech skills training at the edge of this zone on the PC Richards site on 14th Street could further add to this pressure; and

WHEREAS, the proposed zoning change would reduce the maximum allowable FAR for commercial developments from 6.0 to 2.0, thus prohibiting out-of-character large-scale commercial development on these blocks while continuing to allow developments with commercial uses on the lower floors or small scale commercial developments, which 90% of the lots in this district conform with; and

WHEREAS, the proposed zoning change would preserve the predominantly residential character of the neighborhood and preserve opportunities for the creation and preservation of affordable housing; so

THEREFORE BE IT RESOLVED, CB 3 urges the Department of City Planning to support and move ahead with consideration of the proposed 3rd and 4th Avenue corridor rezoning as soon as possible, being mindful of CB 3's strong desire to see such protections put in place.

Please contact the community board office with any questions.

Sincerely,



Jamie Rogers, Chair
Community Board 3



MyPhuong Chung, Chair
Land Use, Zoning, Public and Private Housing Committee

Cc: Xinyu Liang, CB 3 Liaison for New York City Department of City Planning
Sheila Rodriguez, Office of New York City Councilmember Rosie Mendez

Caroline Wechselbaum, Office of New York State Senator Brad Hoylman
Charlie Anderson, Office of New York State Assemblymember Deborah Glick
Andrew Berman, Greenwich Village Society for Historic Preservation

DISTRICT OFFICE
209 EAST 3RD STREET
NEW YORK, NY 10009
(212) 677-1077
FAX: (212) 677-1990
CLRivera@council.nyc.gov



CITY HALL OFFICE
250 BROADWAY, ROOM 1734
NEW YORK, NY 10007
(212) 788-7366
FAX: (212) 442-2738

CARLINA RIVERA
COUNCIL MEMBER, 2ND DISTRICT
CITY OF NEW YORK

Testimony for 827-831 Broadway
January 9, 2018

My name is Carlina Rivera and I am the Councilwoman for District 2—a district that includes 827-831 Broadway. I want to thank the New York City Landmarks Preservation Commission (LPC) for the opportunity to testify today regarding 827-831 Broadway, and for your decision on October 31, 2017 to landmark these buildings. I am here because I stand with the residents, advocates and other elected officials who are asking that you deny the application for a 4-story addition to this site on aesthetic, artistic, and historic grounds.

My concerns for this application include the addition's size and design - as recently noted by LPC commissioners, the architectural and cultural significance of these buildings was the crux of its designation; the addition would overwhelm them. In its resolution of November 2017 opposing this addition, Manhattan Community Board 2 refers to the importance of these buildings within the context of our city's history in the arts, boasting 19th-century design and having housed 20th-century artists. This major alteration threatens both their historic and architectural integrity. The proposed hulk of glass atop the structures would be jarring from all angles of site and diminish the appeal and character of the existing buildings, not enhance them as stated by ownership.

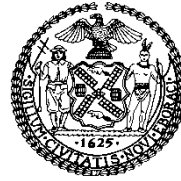
I am also concerned about structural changes that may be made to the original buildings in construction of the addition. At an appearance before Community Board 2 on November 13, 2017, Mr. Jay Segal, representative of 827-831 Broadway made clear that there would be no landmark oversight beyond the façade. This, of course, is the same owning entity that intended to demolish the buildings before they were designated by LPC. The comment rings dismissive and defiant of the spirit of the community's preservation efforts. The addition would provide cause for ownership to extend major work to the base buildings, further risking their integrity and requiring justification for greater oversight of this construction project.

These are just some of the issues that lead me to request you heed the call of neighbors, experts and activists; preserve taste and the architectural legacy at stake; and deny the application for this addition. Thank you..

Sincerely,

A handwritten signature in black ink that reads "Carlina Rivera".

Carlina Rivera
Councilwoman, District 2



December 10, 2015

Carl Weisbrod, Director
New York City Department of City Planning
120 Broadway, 31st Floor
New York, NY 10271

Dear Director Weisbrod:

We wrote to you on July 14th to express our support for the University Place and Broadway Contextual Zoning Proposal with Inclusionary Housing advanced by the Greenwich Village Society for Historic Preservation (GVSHIP) and Councilmember Rosie Mendez, and with the unanimous endorsement of Community Board 2 (CB2). Despite wide-ranging support, the Department of City Planning (DCP) has announced its decision not to implement the proposal. We now urge you to reconsider your position.

We all share the goal of increasing the supply of affordable housing. GVSHIP has proposed changing the existing C1-7, C6-1, and R7-2 designations to C1-7A, C4-4A, and R7-A, with an inclusionary housing bonus. Operating under a standard of 20% affordable units for inclusionary zoning, this rezoning proposal has the potential to create at least 200,000 square feet of affordable housing in Greenwich Village, where it is desperately needed. We hope that DCP will support measured development with affordable units, rather than allowing high-rise dormitories and luxury towers to dominate the area.

We are also concerned about DCP's claim that there are few additional development possibilities in these corridors, thereby rendering the rezoning proposal unnecessary. Without appropriate zoning protections, almost any site in Greenwich Village is ripe for redevelopment. The Manhattan real estate market is so speculative that it easily defies City Environmental Quality Review (CEQR) criteria for site assemblage due to the potential financial windfall sites can generate. This is why we believe so strongly that the number of soft sites and assemblage sites is much higher than CEQR would normally identify. For example, two sites in the proposed rezoning area are 809 Broadway (Blatt Billiards) and 34 East 13th Street, which DCP asserted were not potential development sites, and are now in the process of being demolished and redeveloped.

It is alarming and disconcerting how quickly DCP's assessment proved inaccurate. Given this, we urge you to adopt GVSHIP's rezoning proposal before more out-of-scale development can take place.

Thank you in advance for your reconsideration. If you have any questions, please feel free to contact Jared Odessky in State Senator Brad Hoylman's office at 212-633-8052.

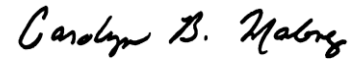
Sincerely,



Brad Hoylman
State Senator



Rosie Mendez
City Council Member



Carolyn B. Maloney
Member of Congress



Gale A. Brewer
Manhattan Borough President



Deborah J. Glick
Assembly Member

cc: Greenwich Village Society for Historic Preservation
Community Board 2, Manhattan



New York State Senate
LIZ KRUEGER
Senator, 28th District

Dear Ms. Rackow

Thank you for writing me regarding your support for the University Place/Broadway Rezoning proposal by the Greenwich Village Society for Historic Preservation. I strongly support this proposal and agree that a rezoning should take place before any 'Tech Hub' plan for the area is approved by the city.

I agree that it is critical that the city adopt a rezoning plan which will preserve the scale of the area and encourage the retention or creation and preservation of affordable housing and prevent the excessive commercial development in the 3rd and 4th Avenue corridors. Without such protections, the proposed "Tech Hub" plan will only lead to overdevelopment and the loss of housing. This can be solved by reducing the allowable size of commercial development in this district, thus making new development in this inclusionary zone more likely to be residential and more likely to preserve or create affordable housing.

I will continue to work to educate my colleagues of the importance to pass this proposal for residential and affordable housing protection and opportunities in our residential neighborhoods. Thank you again for reaching out. I encourage you to contact me in the future with any additional questions or concerns.

Sincerely,

Liz Krueger
State Senator

Albany Office:
808 Legislative Office Bldg
Albany, NY 12247
518-455-2297

District Office:
211 E 43rd St, Suite 1201
New York, NY 10017
212-490-9535



61 E. 4th Street, NY, NY 10003
T 212/228-8210; F 646/602-2260
W <http://www.coopersquare.org>

May 11, 2017

Mayor Bill de Blasio
City Hall
New York, NY 10007

Dear Mayor de Blasio,

I strongly urge you to move ahead with the proposed University Place/Broadway rezoning. A growing number of totally inappropriate, out-of-scale developments in that area between Union Square and Astor Place are moving ahead, which would only be exacerbated by the proposed "Tech Hub" on 14th Street.

This proposal by the Greenwich Village Society for Historic Preservation has been on the table for over two years, even though it is strongly endorsed by the local Community Board, Borough President Brewer, Councilmember Mendez, all other local elected officials, local community based organizations, and the overwhelming majority of residents in the area.

If this rezoning does not happen, we will only see more out-of-scale developments, which will be either luxury condos or commercial developments, or both. We have already seen the impact of the City's failure to contextually rezone the Bowery, which has resulted in the demolition of historic buildings and construction of out of scale hotels and dorms over the past decade. Under the rezoning plan for University Place/Broadway, new development would be limited in height and size to dimensions compatible with the neighborhood, and would encourage the inclusion or preservation of a percentage of affordable housing, which is a top priority.

In addition, the 3rd and 4th Avenue corridors are also experiencing inappropriate commercial development which is replacing housing and limiting the opportunities to preserve or create new affordable housing. The "Tech Hub" plan will only make this worse. This can be solved by reducing the allowable size of commercial development in this district, thus making new development in this inclusionary zone more likely to be residential and more likely to preserve or create affordable housing, which would advance the City's 10 year affordable housing plan.

I urge you to support these two important efforts to reduce the ongoing negative impacts of a growing Tech Hub in our neighborhood.

Yours truly,

Steve Herrick
Executive Director

January 3, 2018

Mayor Bill deBlasio
City Hall
New York, NY 10007

Director Marisa Lago
NYC Department of City Planning
120 Broadway
31st Floor
New York, NY 10271

Dear Mayor deBlasio and Director Lago,

I write in strong support of the zoning changes proposed by the Greenwich Village Society for Historic Preservation (GVSHHP) for the University Place, Broadway, Third and Fourth Avenues corridor, and I urge you to move ahead with such changes as soon as possible.

FABnyc's mission is to strengthen the cultural vitality of the Lower East Side. We implement this mission through a range of programs and collaborations with local cultural organizations, independent artists, community-based organizations and neighborhood nonprofits. We work as cultural producers, facilitators, and organizers with an ongoing interest in how arts and culture can advance community health, inclusiveness, and equity.

In the past fifteen years, FABnyc has grown, its membership has expanded, and its vision now encompasses the entire Lower East Side community. As a nonprofit cultural organization whose founding impetus was the preservation of homes for local arts groups, FABnyc is strongly aligned with efforts to support and sustain the cultural vitality and character of the community.

It is clear that the introduction of the tech industry into a neighborhood can bring rapid transformation that can negatively impact the existing character and lead to displacement of the existing community. We are glad that the proposed inclusion of meeting space accessibly and affordable to the community is slated for a portion of the tech Hub and look forward to seeing those details committed in writing.

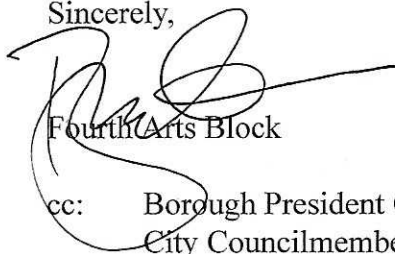
The "Tech Hub" must come with neighborhood zoning protections. Numerous local residents, organizations and elected officials have repeatedly spoken up in favor of the proposal spearheaded by Greenwich Village Society for Historic Preservation and Council Member Rosie Mendez, and supported by State Senator Brad Hoylman, Assembly Member Deborah Glick, Cooper Square Committee, Good Old Lower East Side, Metropolitan Council on Housing, New York Communities for Change, Lower East Side Power Partnership, East Village Community Coalition, Lower East Side Preservation Initiative, Bowery Alliance of Neighbors, Vision Urbana, Loisa Inc. and more.

The goal of these proposed zoning changes is to keep new development in a reasonable height and scale for the surrounding communities, reinforce these communities' residential character, and encourage the preservation and development of new affordable housing in these areas.

Just this year five tenement apartment buildings were knocked down to make way for a 300+ room hotel. This unfortunate example is precisely the kind of commercial development that is currently facilitated by the existing zoning. This is an opportunity for NYC to show how the tech industry can grow while respecting the character of the local community.

I urge you to move ahead with these rezoning plans as quickly as possible.

Sincerely,



Fourth Arts Block

cc: Borough President Gale Brewer
City Councilmember Rosie Mendez
City Councilmember-elect Carlina Rivera
State Senator Brad Hoylman
State Senator Liz Krueger
Assemblymember Deborah Glick
Community Board 2, Manhattan
Community Board 3, Manhattan



Keeping people in their homes and community, since 1977!

December 12, 2017

Dear Community Board 3,

GOLES is a neighborhood housing and preservation organization that has served the Lower East Side of Manhattan since 1977. In the past few years we have seen increased gentrification forces and pressures causing large numbers out-of scale developments in the Lower East Side. We are as dedicated as ever to work neighborhood, city, and nation wide with our allies to protect our communities from displacement by over-development.

GOLES is writing to express our strong support of the 3rd and 4th Ave corridors rezoning proposed by the Greenwich Village Society for Historical Preservation. We believe that the proposed "Tech Hub" on 14th St will only exacerbate the clear gentrification pressures we are already seeing. It has been evident in the Bay area and other parts of the country of how the Tech industry has contributed to the gentrification and displacement of local residents and existing communities. If this rezoning is not passed, we worry the "Tech Hub" will encourage more developers to replace much needed residential housing with more commercial space, effectively changing the character of the neighborhood and community make-up. The goal of the proposed 3rd and 4th Ave rezoning is to keep new development in a reasonable height and scale for the surrounding communities, reinforce these communities' residential character, and encourage the preservation and development of new affordable housing in these areas.

It would be inexcusable for the city to encourage the introduction of a "Tech Hub" in this neighborhood without also creating long term protections for the existing community and create opportunities to create and preserve affordable housing and protect neighborhood character. I urge you to move ahead with these rezoning plans as quickly as possible.

Sincerely,

A handwritten signature in blue ink, appearing to read "Victoria Lugo", is written over the word "Sincerely,".

Victoria Lugo
Interim Executive Director

January 10, 2018

Mayor Bill de Blasio
City Hall
New York, NY 10007



Director Marisa Lago
NYC Department of City Planning
120 Broadway
31st Floor
New York, NY 10271

Dear Mayor de Blasio and Director Lago,

I write as a local business owner in the East Village in strong support of the zoning changes proposed by the Greenwich Village Society for Historic Preservation (GVSHIP) for the Third and Fourth Avenues corridor, and I urge you to move ahead with these needed modifications as soon as possible.

Mud Coffee was first started in 2001 by selling our own blend out of a converted Consolidated Edison step-van known as the Mudtruck. Our truck had an amazing run in Astor Place until 2015, but our coffee is still served at the kiosk in the rebuilt plaza. Our flagship shop is located on one of the quaintest streets in the city, East 9th Street. We are proud to also serve our community at Mud Park. Through our various iterations and success and growth we have always sought to remain faithful to the eclectic nature of our neighborhood.

The character of our East Village neighborhood is now under extreme threat. Where before the threat of gargantuan out of scale dorms led to the demolition of local residences, a loophole in the current zoning for 3rd and 4th Avenue between 13th and 9th Street prioritizes commercial development at the expense of housing. This has led to the tragic demolition of five tenement apartments on East 11th Street, just across from the landmark Webster Hall, to make way for a 300 + room hotel. Just outside of the proposed area for rezoning, a number of buildings on the corner of St Marks are to be demolished to make way for a boutique office. This is in stark contrast to the character of the neighborhood we opened our funky cafe in almost 20 years ago and continue to love today.

As a small business we understand that some make the claim that commercial office buildings and hotels can attract more or different people to our neighborhood, but it would be at the cost of the existing fabric and character that makes the East Village a place we chose to open our business. The proposed Tech Hub on East 14th Street will certainly exacerbate the development pressures we are already seeing, and any approval for that project must come with the modest rezoning protections proposed by GVSHIP.

We are glad to join local elected officials, the community board and the growing list of organizations to express our support for the rezoning proposal.

Sincerely,

A handwritten signature in blue ink that reads "Greg Northrop". The signature is written in a cursive style and is located below the word "Sincerely,".

Greg Northrop, Owner of Mud Coffee

MUD LLC

307 East 9th Street # GRN

New York, NY 10003

ph: 212.529.8766

fx: 212.228.8446

mudmail@themudtruck.com

MUDNYC.com

cc: Borough President Gale Brewer
City Councilmember Carlina Rivera
State Senator Brad Hoylman
Assemblymember Deborah Glick
Community Board 2, Manhattan
Community Board 3, Manhattan



MUD LLC
307 East 9th Street # GRN
New York, NY 10003
ph: 212.529.8766
fx: 212.228.8446
mudmail@themudtruck.com
MUDNYC.com



Mayor Bill de Blasio
City Hall
New York, NY 10007

Director Marisa Lago
NYC Department of City Planning
[120 Broadway](#), 31st floor
New York, NY 10271

Dear Mayor de Blasio and Director Lago:

I write to express the strong support of New York Communities for Change for the zoning changes proposed for the University Place, [Broadway, 3rd](#) and 4th Avenue corridors by the Greenwich Village Society for Historic Preservation, and to urge you to move ahead with such changes as soon as possible.

Policies like mandatory inclusionary housing are designed to work well in high cost land markets like Greenwich Village. But under current conditions, a prevalence of luxury office buildings is leading to the loss of rent stabilized units in a residential neighborhood. The goal of these proposed zoning changes is to reinforce the residential character of Greenwich Village and the surrounding neighborhood, and encourage the preservation and development of new affordable housing in these areas.

Under current conditions and zoning, no affordable housing will be built in the University Place and Broadway corridors. In fact, a flood of luxury high-rise condo and high-end office development is going up in the area, squandering an opportunity to preserve and reinforce the area's existing character and preserve or create affordable housing. Under GVSHP's proposed rezoning, incentives or requirements for the inclusion of new affordable housing would be added, along with reasonable height limits for new development.

In the 3rd and 4th Avenue corridors, which already have such incentives for creating or preserving affordable housing, GVSHP is seeking to close a loophole which allows developers to get around that provision and build large commercial structures in a predominantly residential area. The existing zoning allows developers to build larger as-of-right commercial buildings, such as hotels or office buildings, than residential buildings, thus working around the affordable housing incentives, which only apply to residential developments. Their proposal to lower the maximum allowable size of commercial developments in the area to 2 FAR, which 90% of lots in the area conform to, would virtually guarantee that large-scale commercial-only developments which sidestep affordable housing provisions could not be built in the area, like the new 300 room hotel being built at [112-120 East 11th Street](#), for which about 80 units of permanent housing, including many rent-regulated units, were demolished. GVSHP would further welcome those affordable housing provisions being strengthened and made mandatory.

It would be inexcusable for the city to continue to block these efforts to create and preserve affordable housing and protect neighborhood character. I urge you to move ahead with these rezoning plans as quickly as possible.

Sincerely,

Jonathan Westin
Executive Director, New York Communities for Change

Cc: Borough President Gale Brewer
City Councilmember Rosie Mendez
City Councilmember-elect Carlina Rivera
State Senators Brad Hoylman and Liz Kruger
Assemblymember Deborah Glick
Community Boards 2 and 3, Manhattan
Cooper Square Committee



East Village Merchants Association

December 2017

Mayor Bill deBlasio
City Hall
New York, NY 10007

Director Marisa Lago
NYC Department of City Planning
120 Broadway
31st Floor
New York, NY 10271

Dear Mayor deBlasio and Director Lago,

I write on behalf of the East Village Independent Merchant's Association in strong support of the zoning changes proposed by the Greenwich Village Society for Historic Preservation (GVSHIP) for the Third and Fourth Avenues corridor, and I urge you to move ahead with such changes as soon as possible.

The East Village Independent Merchants Association (EVIMA) is a merchant-led, membership dues-based organization specifically helping businesses and residents in the East Village.

We celebrate a rich, diverse, and historic neighborhood in Lower Manhattan, characterized by a concentration of mom-and-pop establishments that are becoming less common throughout New York City. Our ultimate goal is to protect one of the most historically unique and culturally rich neighborhoods in the world.

For the Association's purposes, the neighborhood is bounded to the north by 14th Street, to the west by 4th Avenue, to the east by Avenue D, and to the south by Houston Street. Our overarching vision is to create a strong and diverse business environment that sustains the unique character of our neighborhood and serves the East Village community.

The goal of these proposed zoning changes is to reinforce our neighborhood's predominantly residential character with a variety of mixed use retail stores like many of our members maintain on the ground floor.

While commercial office buildings and hotels might bring different people to the neighborhood, it would be at the cost of the existing fabric and character that makes the East Village a place we are proud to have opened our businesses. All too often the new shiny glass tower

commercial spaces attract national chain stores at the bottom, not local and diverse shop owners like we still have in the neighborhood today, who often can't afford the exorbitant rents the new development demands.

In the Third and Fourth Avenue corridors GVSHP is seeking to close a loophole which allows developers to get around that provision and build large commercial structures in a predominantly residential area. Their proposal to lower the maximum allowable size of commercial development in the area to 2 FAR, which 90 percent of lots in the area already conform to, would virtually guarantee that large-scale commercial-only developments which sidestep affordable housing provisions could not be built in the area.

We are glad to join Councilmember Rosie Mendez , State Senator Brad Hoylman, Assemblymember Deborah Glick, the Metropolitan Council on Housing, Cooper Square Committee, Lower East Side Power Partnership, Lower East Side Preservation Initiative, Bowery Alliance of Neighbors, and hundreds of residents of the neighborhood who have written CB 3 or attended hearings to express support for the rezoning proposal.

I urge you to move ahead with these rezoning plans as quickly as possible.

Sincerely,
Charles Branstool

A handwritten signature in black ink that reads "Charles Branstool". The signature is written in a cursive, flowing style.

EVIMA

cc: Borough President Gale Brewer
City Councilmember Rosie Mendez
City Councilmember-elect Carlina Rivera
State Senator Brad Hoylman
Assemblymember Deborah Glick
Community Board 2, Manhattan
Community Board 3, Manhattan

Bowery Alliance of Neighbors: Tech Hub Zoning Protections

My name is Jean Standish, and I represent the Bowery Alliance of Neighbors to urge the mayor that any Tech Hub plan be conditioned upon zoning protections for the residential area to the south, along the University Place, Broadway and 3rd and 4th Avenue corridors.

Without this rezoning, the Mayor's "Tech Hub" plan will only make a bad situation worse. Right now there are multiple oversized, out-of-scale developments planned on and just off University Place and Broadway between Union Square and Astor Place. The Mayor's plan, which is intended to cement a "Silicon Alley" from Astor Place to Union Square and beyond, will only accelerate this disturbing trend in this mostly residential area. As of now in this district, we are seeing low-rise buildings demolished to make way for 300 ft. tall condo and tech office towers, and long-term housing with rent-regulated units demolished to make way for large-scale hotels. The Tech Hub will result in more and more of this. It's critical that we get this rezoning passed before any "Tech Hub" is approved on 14th Street that would only spur further oversized, largely commercial development in this area.

The proposed Tech Hub on 14th Street MUST be accompanied by zoning protections for the surrounding residential community. Without this, the Tech Hub will result in accelerated high-rise and large-scale office and hotel development in this area where it does not belong. Please support the rezoning of the residential area to the south, along the University Place, Broadway and 3rd and 4th Avenue corridors. Thank you.

Jean Standish
Vice President/Treasurer
Bowery Alliance of Neighbors



Educate. Empower. Transform

Vision Urbana, Inc.

December 18th, 2017

Dear Community Board #3,

This letter is in strong support of the rezoning proposal for the 3rd and 4th Ave Corridors bought forth by the Greenwich Village Society for Historical Preservation. Vision Urbana, Inc., is a longstanding community based organization that has provided quality youth, senior, health and immigration services in the Lower East Side for over twenty years, reaching youth, elderly and their families everyday with culturally competent programming that educates, empowers and supports residents in need.

The proposed Tech Hub, as described by its proponents, has the promise of helping to introduce a world of possibilities for our local youth, disconnected youth, and their families. We look forward to that. However, Vision Urbana is also aware of the great demand that exists for preserving the neighborhood character, the affordable residential housing, and local community establishments that will be endangered without the implementation of this proposed rezoning plan along the 3rd and 4th Avenue Corridors. The concerns we hear from our residents are always regarding over commercialization and the loss of local infrastructure that once provided community supports as well as the fear of displacement.

Vision Urbana supports the goals of the proposed rezoning for the 3rd and 4th Ave Corridors that ensure future development is kept at a reasonable height and scale while encouraging new affordable housing and protecting the unique residential identity of the community amidst the development of a Tech Hub.

To this end, Vision Urbana lends its support to the 3rd and 4th Ave Corridors rezoning proposal and asks CB#3 and all elected officials to support this proposal and ensure the City follows through on the promise to preserve affordable housing and to protect neighborhood identity.

Sincerely,

Eric Diaz
Executive Director



Dear Community Board 3,

Loisaida Inc. began as a grassroots movement in the Lower East Side led by Puerto Rican activists, artists, poets, and Latinx residents in the mid 1970's to combat the effects of violence, poverty, discrimination, and disenfranchisement. Today, almost 40 years later, with our Loisaida Center on 9th Street and Avenue C, we continue to stand firm in our mission as one of the last surviving nonprofit Puerto Rican/Latinx-based cultural and multi-purpose facilities in Lower Manhattan.

In recent years, we have seen the effects of gentrification in this community. Loisaida has sought to ameliorate concurrent cultural erasure through public humanities and program interventions, as well as communitywide events such as the Loisaida Festival, and in sponsoring substantive neighborhood based participation and impact in the development of NYC's Cultural Equity Policy.

Therefore, today Loisaida, Inc. joins Council Member Rosie Mendez, State Senator Brad Hoylman, Assembly Member Deborah Glick, Metropolitan Council on Housing, Cooper Square Committee, Lower East Side Power Partnership, East Village Community Coalition, Lower East Side Preservation Initiative, Bowery Alliance of Neighbors and hundreds of local residents in support of the 3rd and 4th Avenue rezoning proposal presented by the Greenwich Village Society for Historical Preservation.

We believe that this rezoning proposal would advance the goal of cultural preservation of the dozens of ethnic and working-class communities that have been under duress in recent years, by reinforcing the intrinsic value, neighborhood character, as well as the stability and retention of critical residential housing affordability in a positive-sum game, which ensures that no one gains at the other's expense as it relates to the many stakeholders in this Tech Hub development matter.

We urge that the Community Board #3 move forward with this proposal as soon as possible.

Sincerely,

Libertad Guerra, Director Loisaida Inc.



Resolution in support of proposed rezoning of 3rd and 4th Avenue corridors

Passed February 13, 2018

Whereas the current zoning for the 3rd and 4th Avenue corridors allows a significant density of commercial development, such as the 313-room Moxy hotel with multiple bars rising at [112-120 East 11th Street](#), which replaced five tenements with almost one hundred units of permanent housing, including rent-regulated units, and

Whereas more such development which is incompatible with the character of this area is likely under current conditions due to the existence of multiple sites which are similarly “underbuilt” as compared to the density allowed by the existing zoning, and

Whereas the existing zoning offers an incentive for commercial development over residential development, since the as-of-right FAR for market-rate commercial development is 6 whereas the as-of-right FAR for market-rate residential development is 5.4, or 10% less, and

Whereas by encouraging commercial development in this area the existing zoning also allows developers to avoid the existing incentives for creating or preserving affordable housing, which do not apply to commercial developments, thus losing an important and all-too-rare opportunity, and

Whereas residents of this area, elected officials representing the area, and the Greenwich Village Society for Historic Preservation have been seeking changes to the zoning for this area for well over a dozen years, and the 2010 rezoning of the area only addressed some of those concerns, and

Whereas the recently dramatically expanding tech industry in the area is vastly increasing the pressure for new commercial development which may be welcome in many respects but at appropriate locations and not in the midst of predominantly residential blocks, and

Whereas the possibility of a new ‘Tech Hub’ at the edge of this zone on the PC Richards site on 14th Street is further adding to this pressure, and if approved would no doubt dramatically increase the possibility of large-scale commercial development in this area if the zoning remains as is, and

Whereas the proposed zoning change would reduce the maximum allowable FAR for commercial developments from 6 to 2, thus prohibiting out-of-character large-scale commercial developments on these blocks while continuing to allow developments with commercial uses on the lower floors or small scale commercial developments, which 90% of the lots in this district conform with, and

Whereas Community Board #3 feels strongly that such zoning changes must go hand-in-hand with any approvals for a 14th Street Tech Hub, and

Whereas the proposed zoning changes would preserve the predominantly residential character of this neighborhood and preserve opportunities for the creation and preservation of affordable housing, and

Therefore be it resolved that CODA urges the Mayor to support and move ahead with consideration of the proposed 3rd and 4th Avenue corridor rezoning as soon as possible, in conjunction with any approvals for a Tech Hub on 14th Street.

**Village Independent Democrats resolution passed unanimously
at the General Membership meeting March 8, 2018**

Whereas the area of Greenwich Village and the East Village between Union Square and Astor Place has been experiencing out-of-character, undesirable development such as 300 ft. tall condo towers, 300 ft. tall tech-related office buildings, and 300 room hotels, replacing low rise buildings and modest, permanent, and in some cases affordable housing, and

Whereas under current conditions much more of the same or worse can be expected in the area, given lax zoning regulations and a lack of landmark designations, and

Whereas current zoning for the area either offers no incentives or requirements for affordable housing whatsoever, or offers developers significant loopholes and incentives to get around such provisions where they do exist, and

Whereas the labelling of this area as the new frontier for 'Silicon Alley' by both the Tech and Real Estate industries is clearly a significant factor in driving this development pressure, and

Whereas the Greenwich Village Society for Historic Preservation (GVSH) has proposed zoning changes for the area that would put reasonable limits on the height of new development, reinforce the predominantly residential character of this area, and add incentives or requirements for affordable housing where none currently exist and eliminate loopholes encouraging developers to get around them where they do, and

Whereas our elected officials including Assemblymember Deborah Glick, State Senators Brad Hoylman and Liz Krueger, former City Councilmember Rosie Mendez and new City Councilmember Carlina Rivera, Community Boards 2 and 3, and a broad array of local community groups, affordable housing groups, merchants associations, and local residents have all called for the implementation of these zoning changes, and

Whereas the Mayor has steadfastly blocked these measures, and

Whereas it is clear that whatever its merits might be, the city's proposed "Tech Hub" which borders this area at 124 East 14th Street, the current site of the PC Richard and Sons store, will greatly exacerbate the overdevelopment problems in this area unless accompanied by these proposed zoning changes, and

Whereas GVSH and the coalition of community, civic, affordable housing, and local small business groups are all calling for approval of the Tech Hub by the Borough President, City Planning Commission, and City Council to be contingent upon approval of these protections for the surrounding neighborhood as necessary mitigations, and

Whereas the aforementioned elected officials are working closely with GVSH and local groups to make this happen, especially Councilmember Rivera,

Therefore be it resolved that VID strongly supports the proposed protections for the Village and East Village between Union Square and Astor Place, and

Therefore be it further resolved that VID strongly supports the position that approval of the Tech Hub must be contingent upon providing the proposed, necessary protections for the directly adjacent residential community as mitigation for the development pressure it is currently facing and the increased development pressure it will face if the Tech Hub is approved.

Dear Borough President Brewer,

I am writing today to urge you to please support elected officials, Community Board 3, leading organizations and the vast majority of residents of the area by including zoning protections as one of the conditions of your recommendations on the Tech Hub.

Developers are currently utilizing incentives to create huge commercial projects and/or dodging existing affordable incentives to create purely market rate residential projects.

The effect of not doing so will jeopardize the social fabric and 'soul' of communities far beyond those corridors.

As I could find no direct email address for you on your website, I apologize for using your personal email address but I wanted you to know how strongly I feel about this issue. As you might recall, I have been active in this community since the turn of the century and moved here in 2005. Though I once held the notion of retiring in Africa, this is now where I choose to live for the rest of my life.

That desire fuels my concern that without these requested protections, I might wind up living in a community I no longer recognize.

Please help my neighbors and the broad swath of Lower Manhattan residents and small businesses who face a very uncertain future in the absence of these protections.

Thank you kindly.

Regards,

Mike Schweinsburg
President
Eight B C D Block Association