



# **644 E 14TH STREET**

**NEW YORK CITY HOUSING AUTHORITY  
MADISON REALTY CAPITAL**

**CAMPOS PLAZA I & II NON-ULURP MODIFICATION**

**Manhattan Community Board 3 05.17.22**



# MRC: MIXED INCOME RENTAL DEVELOPMENT EXPERIENCE



**THE REFINERY**  
**490 MYRTLE AVENUE**  
**BROOKLYN**

- Ground- up rental apartments
- 114,000 SF
- 7 Stories
- 93 Rental Units
- 19 Affordable Units
- Breaking Ground Affordable Leasing Agent
- Completed Summer of 2015



**THE POSTHOUSE**  
**504 MYRTLE AVENUE - BROOKLYN**

- Ground- up rental apartments
- 144,000 SF
- 8 Stories
- 143 Rental Units
- 29 Affordable Units
- Breaking Ground Affordable Leasing Agent
- Completed Summer of 2017



**555 WAVERLY AVENUE**  
**BROOKLYN**

- Ground- up rental apartments
- 117,000 SF
- 8 Stories
- 190 Rental Units
- 57 Affordable Units
- Breaking Ground Affordable Leasing Agent
- Completed January 2019



**QUEENSRE-ZONING**  
**69-02 QUEENS BLVD - QUEENS**

- Ground- up rental apartments
- 550,000 SF
- 15 & 12 Stories
- 478 Total Units
- 144 Affordable Units (MIH)
- Breaking Ground Affordable Leasing Agent
- Anticipated Completion Q2 2023



# Project Area Photographs



Corner of East 14<sup>th</sup> Street and Avenue C looking southwest



Corner of East 14<sup>th</sup> Street and Avenue B looking southeast



East 13<sup>th</sup> Street between Avenue B and the street end looking east



East 12<sup>th</sup> Street between Avenue B and Avenue C looking east



# Background

- Aug 1969** Urban Renewal Area established
- Nov 1969** Plan and Project Approved, Large Scale Residential Development (LSRD) est.
- Sep 1972** Modification of LSRD and bulk waivers to construct four buildings with 493 total units
- Mar 1980** Minor Change to the URA & Site Plan
- Dec 1983** Sliver parcel conveyed by NYCHA to adjacent owner
- Oct 2009** Urban Renewal Area expired
- April 2020** Madison Realty Capital purchased the property located at Block 396, Lot 29

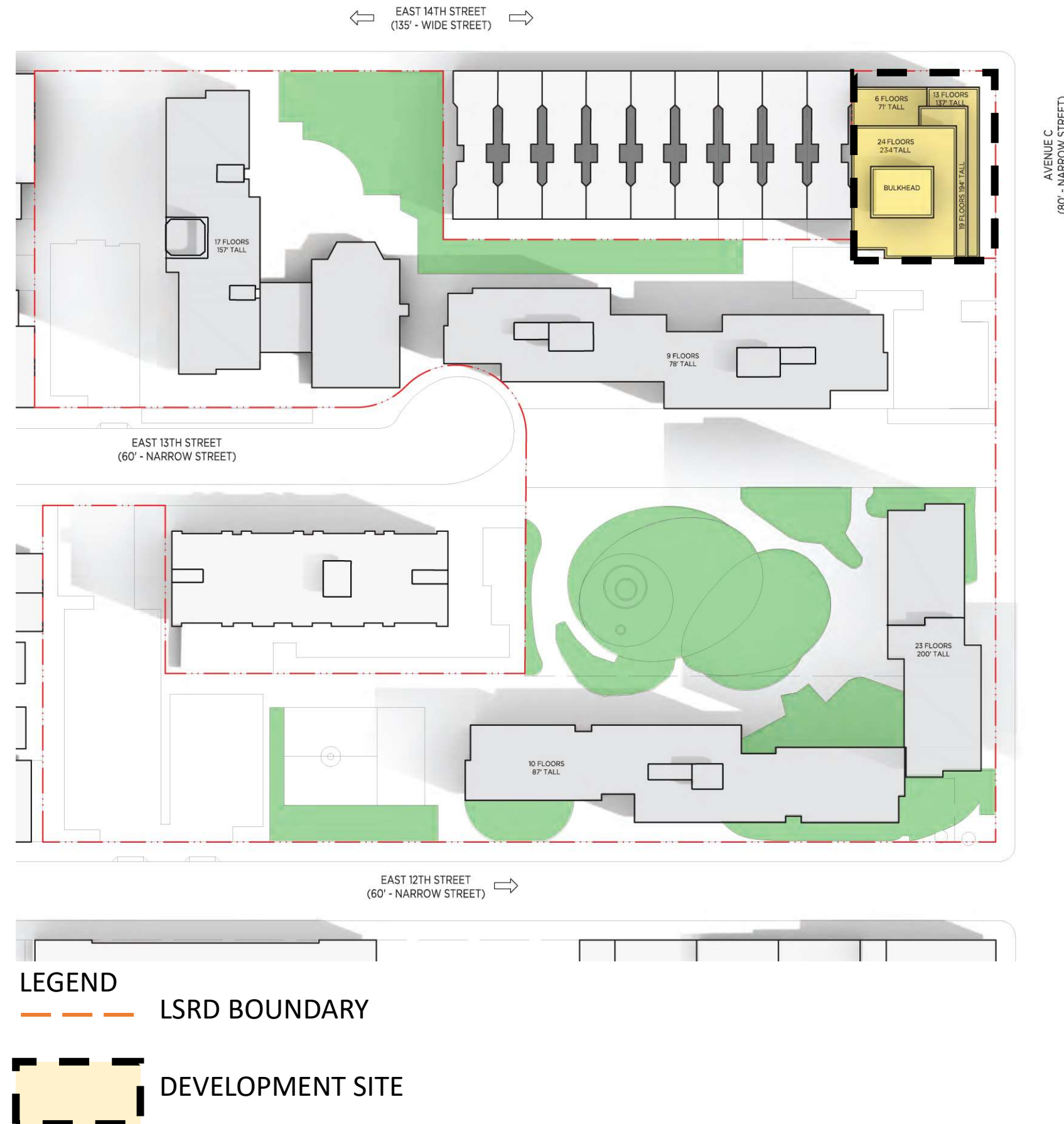




# Requested Action

## Non-ULURP Modification to reflect the following changes to the LSRD:

1. Exclusion of conveyed sliver of land on the northwestern boundary of the LSRD to the adjacent owner;
2. Inclusion of the development site (Block 396, Lot 29) within the LSRD;
3. Merge Campos I & II zoning lot and the development site;
4. Transfer of ~108k sf of floor area from the Campos I & II campus to the development site;
5. Construction of a new building on the development site within the LSRD.



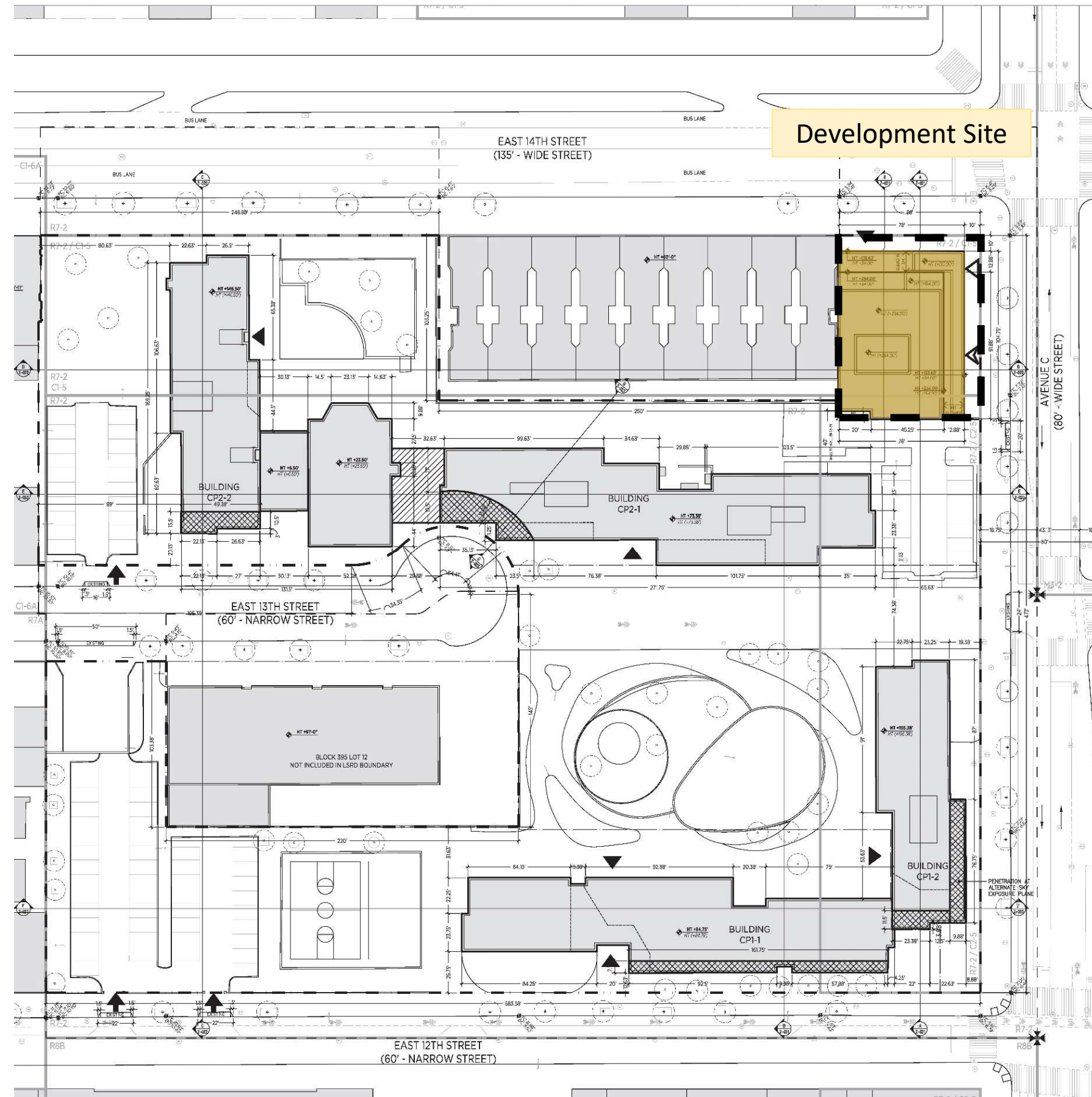


# Previously Granted Waivers

## Existing waivers granted in 1972

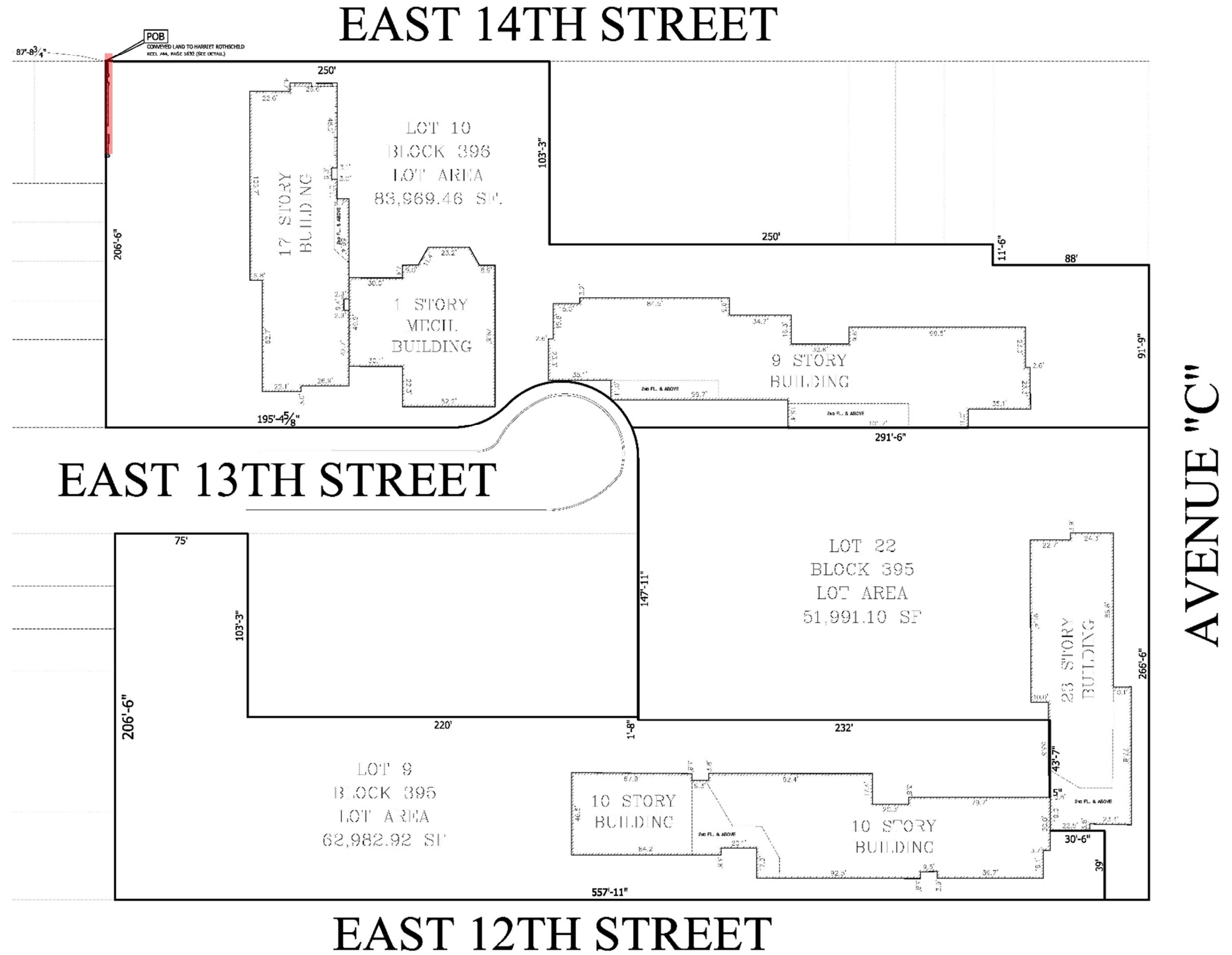
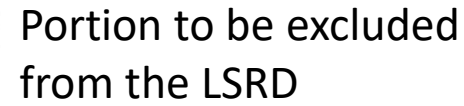
1. Height and setback at Campos 1
2. Height and setback at Campos 2
3. Distance between buildings at Campos 2
4. Rear yard requirements at Campos 2

**The location and bulk of the existing Campos Plaza I & II buildings would not change, and no new modifications of zoning provisions are required for either the proposed new development or the existing Campos Plaza I & II developments.**



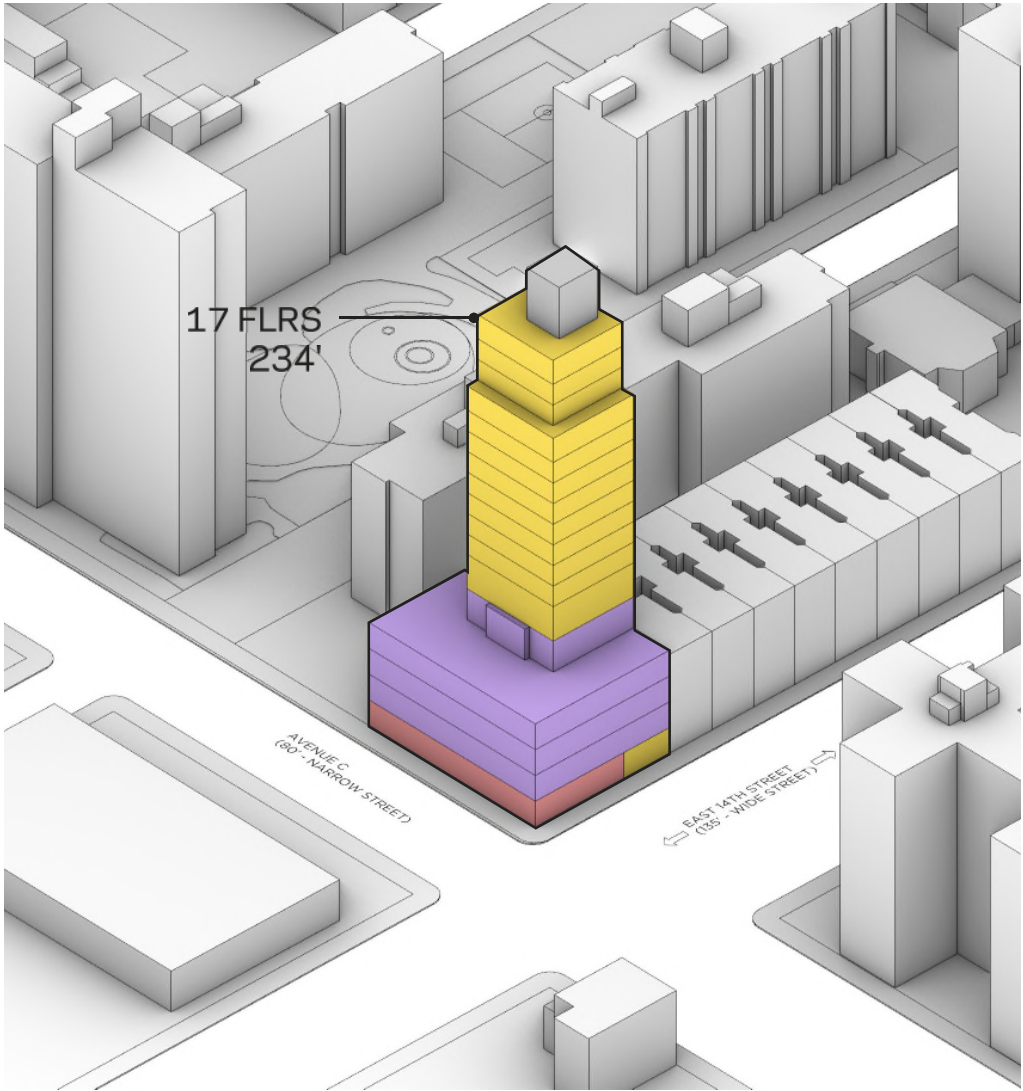


Adjacent  
Out Parcel



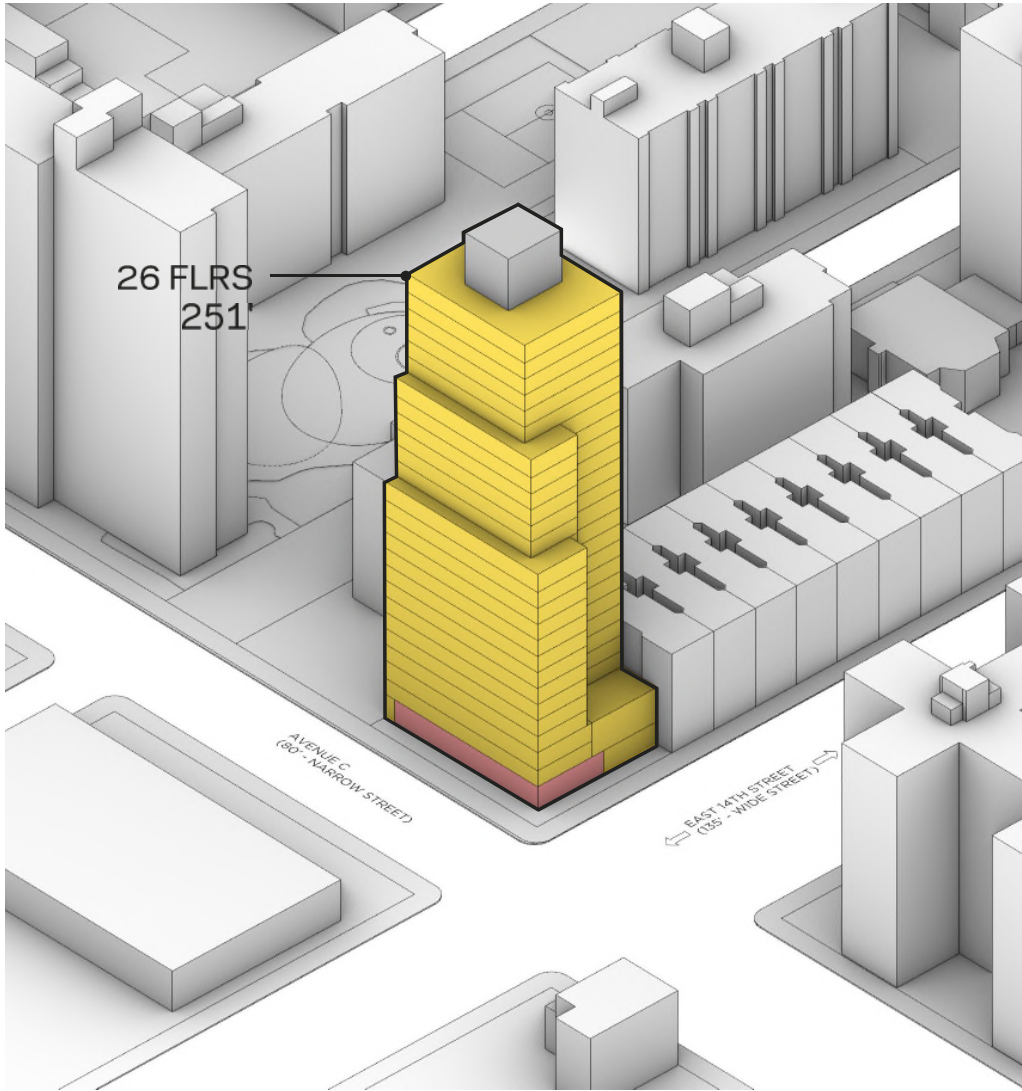


# MASSING EVOLUTION



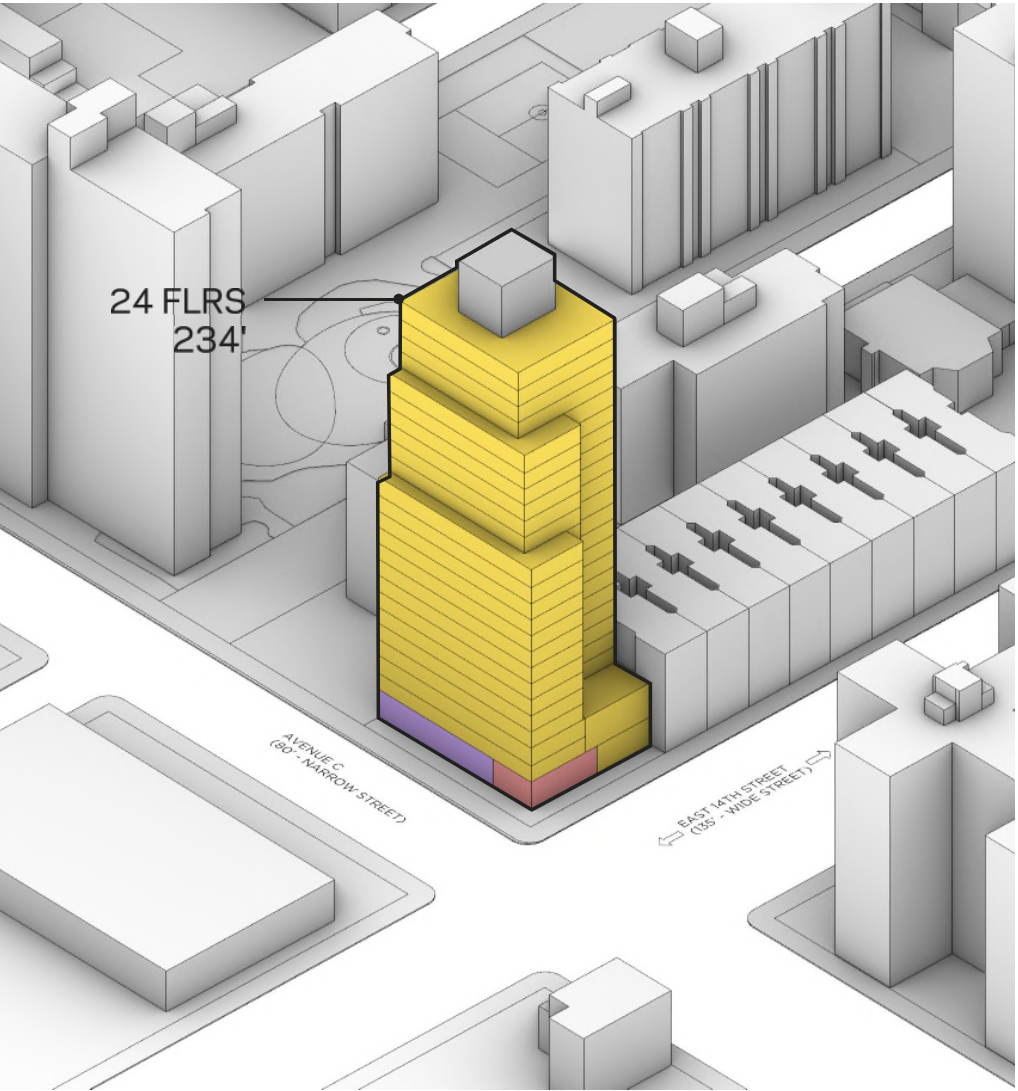
## AS-OF-RIGHT MASSING

- No NYCHA TDR
- No affordable housing
- Height taller than Campos Plaza buildings



## PREVIOUS MASSING

- ~117,000 SF NYCHA TDR
- ~151,737 SF res flr area
- ~185 Units (30% affordable)
- ~2,851 SF retail



## REVISED MASSING

- ~108,616 SF NYCHA TDR
- ~143,353 SF res flr area
- ~166 Units (30% affordable)
- ~1,198 SF retail
- Potential ~2,145 SF day care
- Height equal to as-of-right

644 E 14TH ST



# APPROPRIATENESS OF HEIGHT

- Proposed height at intersection of two wide streets is appropriate
- Height steps up from south and east
- Building shorter than exhaust stacks of Con Edison facility & Haven Plaza Building across Avenue C
- Proposed height can be achieved as-of-right



644 E 14TH ST



# THE PROPOSED BUILDING

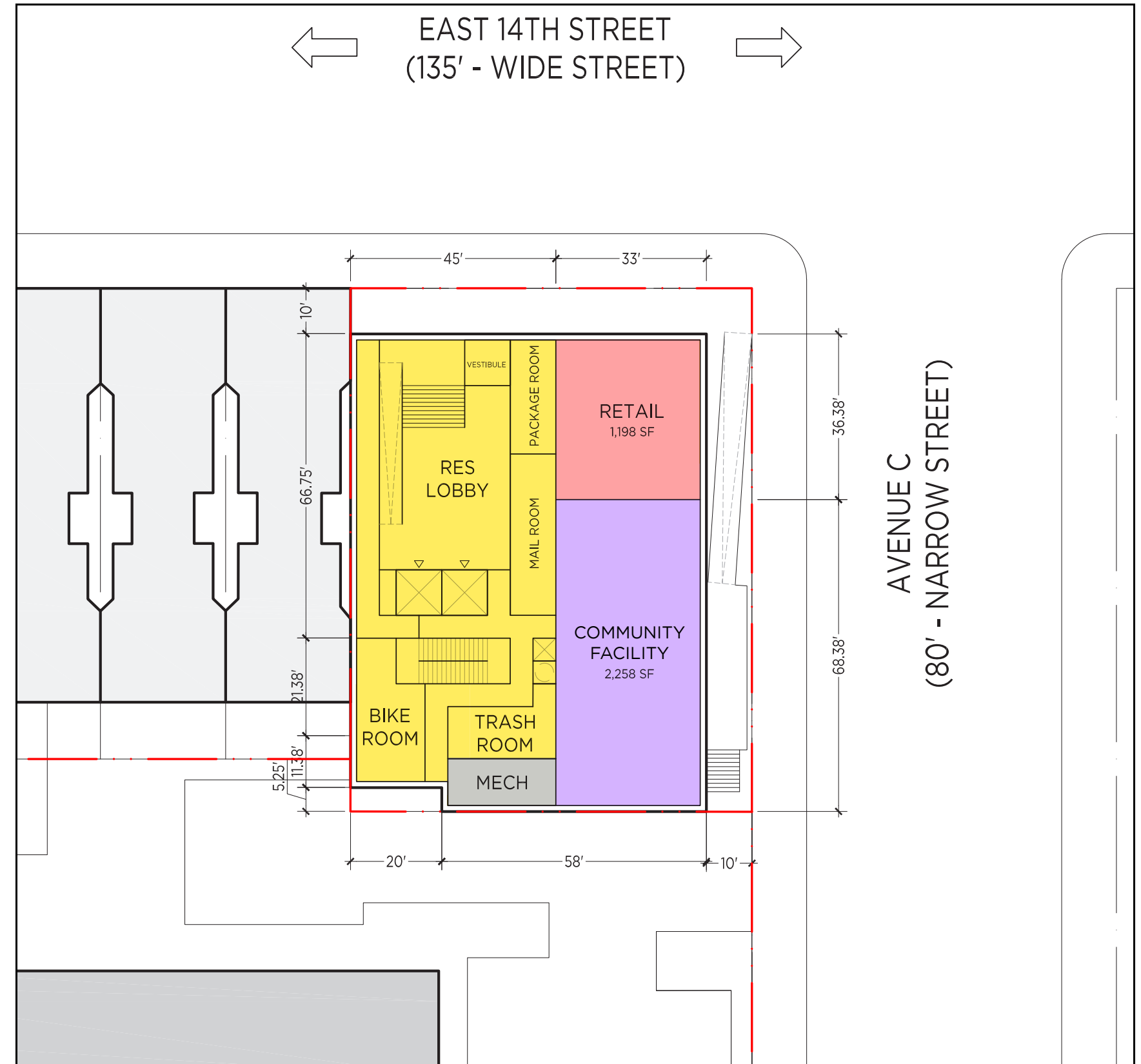


644 E 14TH ST



# ACTIVATED GROUND FLOOR

- Developer will work with NYCHA, NYCHA Tenant Associations and local elected officials to determine appropriate uses and tenant for community facility space
- Ground floor neighborhood retail on corner of Avenue C & East 14th Street
- Building setback 10' from property line creating expanded sidewalk



Floor area per use is approximate and is subject to change based on final design

RESIDENTIAL RETAIL COMMUNITY FACILITY MECH

644 E 14TH ST



# CORNER OF AVENUE C & EAST 14TH STREET



644 E 14TH ST



# DETAILS OF THE NYCHA TRANSACTION

**MRC to purchase up to 108,616 SF of air rights from Campos Plaza I & II to build:**

- 24-story building
- ~166 rental units of which ~50 will be affordable
- Potential ground floor retail and community facility space

## **Benefits include:**

- Development Rights sale will generate revenue for NYCHA, which will fund repairs exclusively at Campos Plaza II
- Enhance the pedestrian experience for both Campos Plaza and surrounding community with new ground floor retail, ground floor community facility, lighting and new street trees
- Provide additional affordable housing units pursuant to the Affordable New York Program Option B (Subject to vesting in the Affordable New York Program)
- MRC will commit to a resident hiring plan

644 E 14TH ST



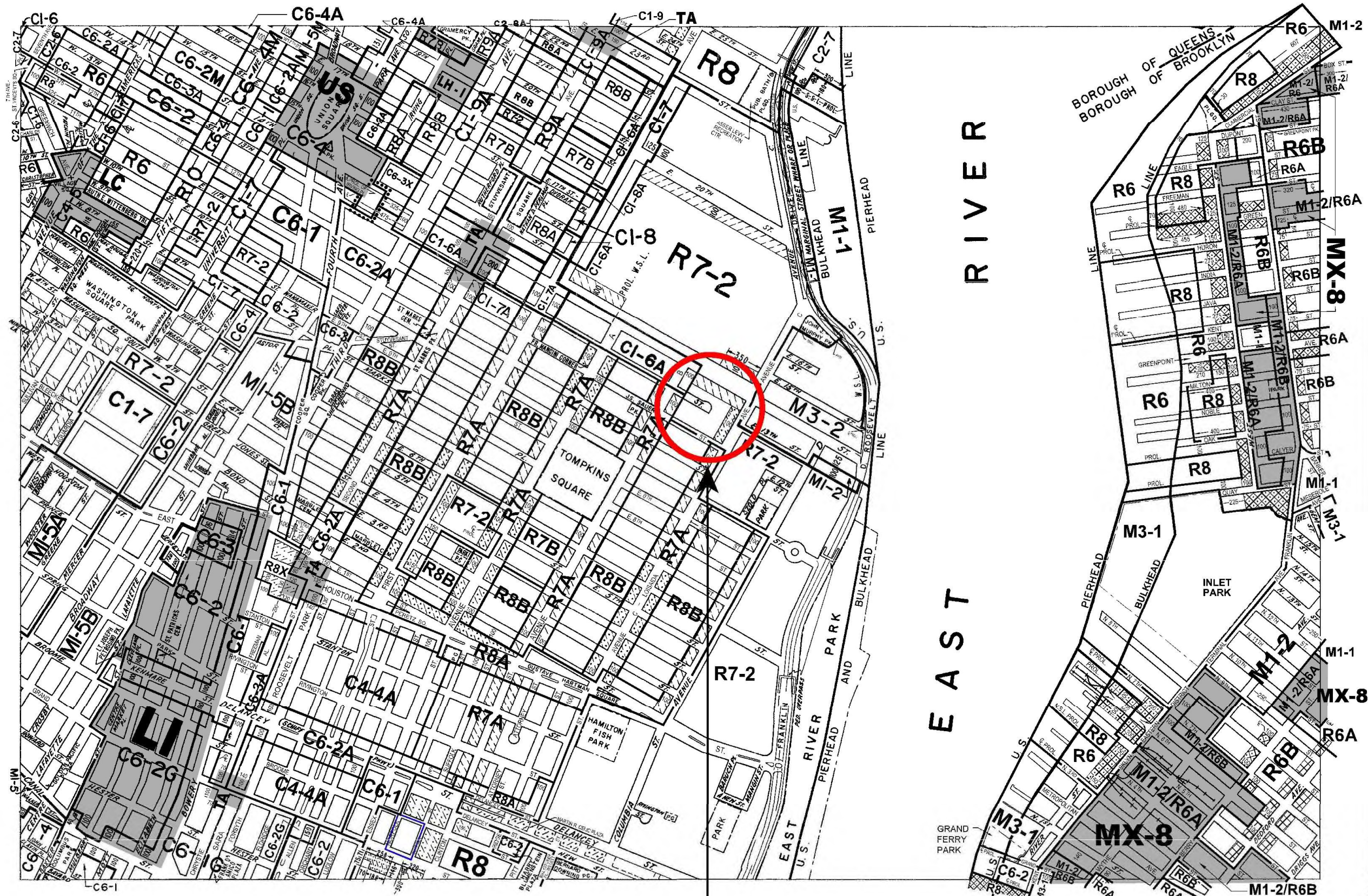




644 E 14TH ST



# Zoning Map



Project Area

C1-1

C1-2

C1-3

C1-4

C1-5

C2-1

C2-2

C2-3

C2-4

C2-5

NOTE: Where no dimensions for zoning district boundaries appear on the zoning maps, such dimensions are determined in Article VII, Chapter 6 (Location of District Boundaries) of the Zoning Resolution.

## ZONING MAP

THE NEW YORK CITY PLANNING COMMISSION

**Major Zoning Classifications:**

The number(s) and/or letter(s) that follows on R, C or M District designation indicates use, bulk and other controls as described in the text of the Zoning Resolution.

R – RESIDENTIAL DISTRICT

C – COMMERCIAL DISTRICT

M – MANUFACTURING DISTRICT

SPECIAL PURPOSE DISTRICT  
The letter(s) within the shaded area designates the special purpose district as described in the text of the Zoning Resolution.

AREA(S) REZONED

**Effective Date(s) of Rezoning:**

08-08-2018 C 180201 ZMM

**Special Requirements:**

For a list of lots subject to CEQR environmental requirements, see APPENDIX C.

For a list of lots subject to "D" restrictive declarations, see APPENDIX D.

For Inclusionary Housing designated areas and Mandatory Inclusionary Housing areas on this map, see APPENDIX F.

MAP KEY

8b	8d	9b
12a	12c	13a
12b	12d	13b

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**ZONING MAP 12c**

NOTE: Zoning information as shown on this map is subject to change. For the most up-to-date zoning information for this map, visit the Zoning section of the Department of City Planning website: [www.nyc.gov/planning](http://www.nyc.gov/planning) or contact the Zoning Information Desk at (212) 720-3291.



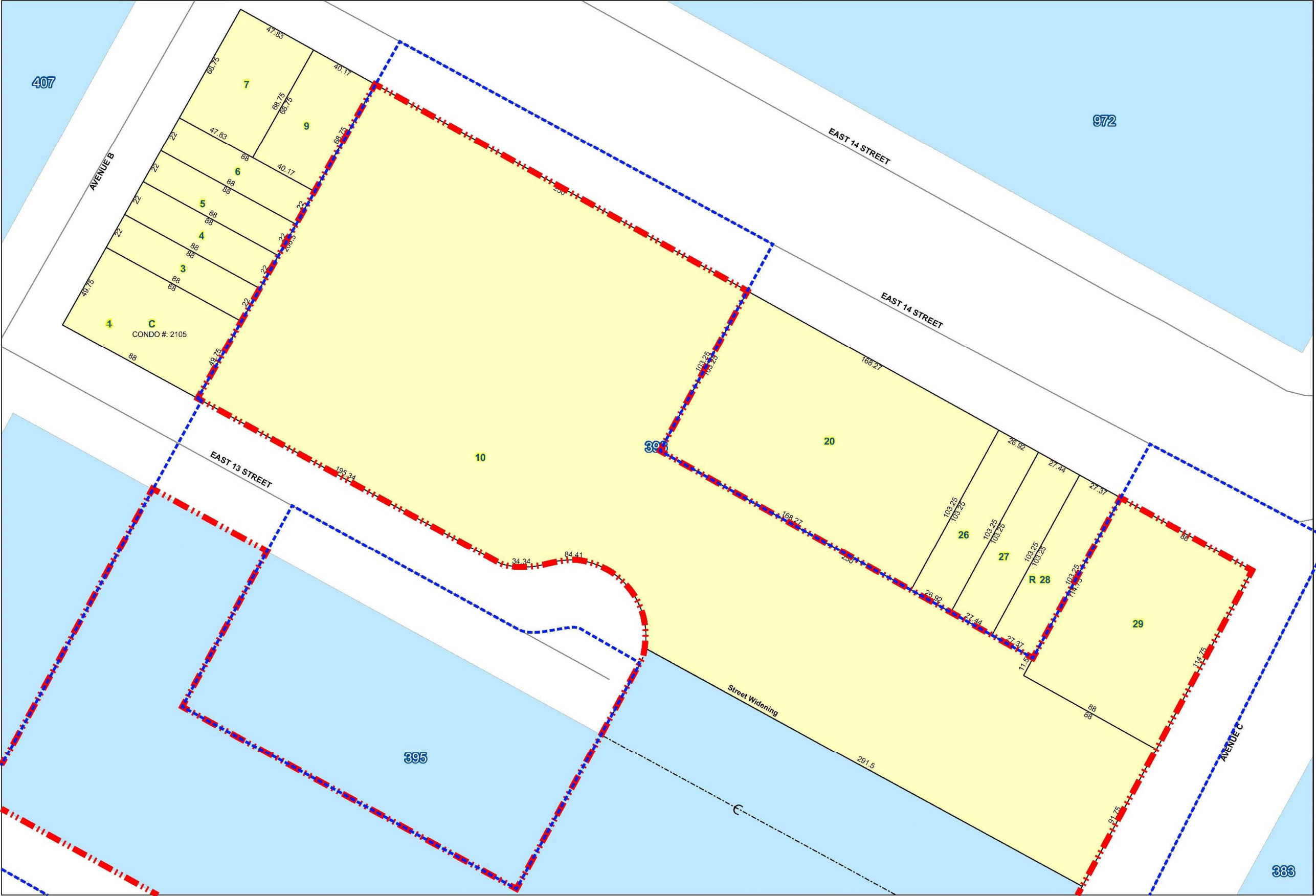
# Tax Map



NYC Digital Tax Map

Effective Date : 12-28-2012 15:16:10  
End Date : Current  
Manhattan Block: 396

- Legend**
- Streets
  - Miscellaneous Text
  - Possession Hooks
  - Boundary Lines
  - Lot Face Possession Hooks
  - Regular
  - Underwater
  - Tax Lot Polygon
  - Condo Number
  - Tax Block Polygon
  - Development Site
  - Area of LSRD





# Tax Map



## NYC Digital Tax Map

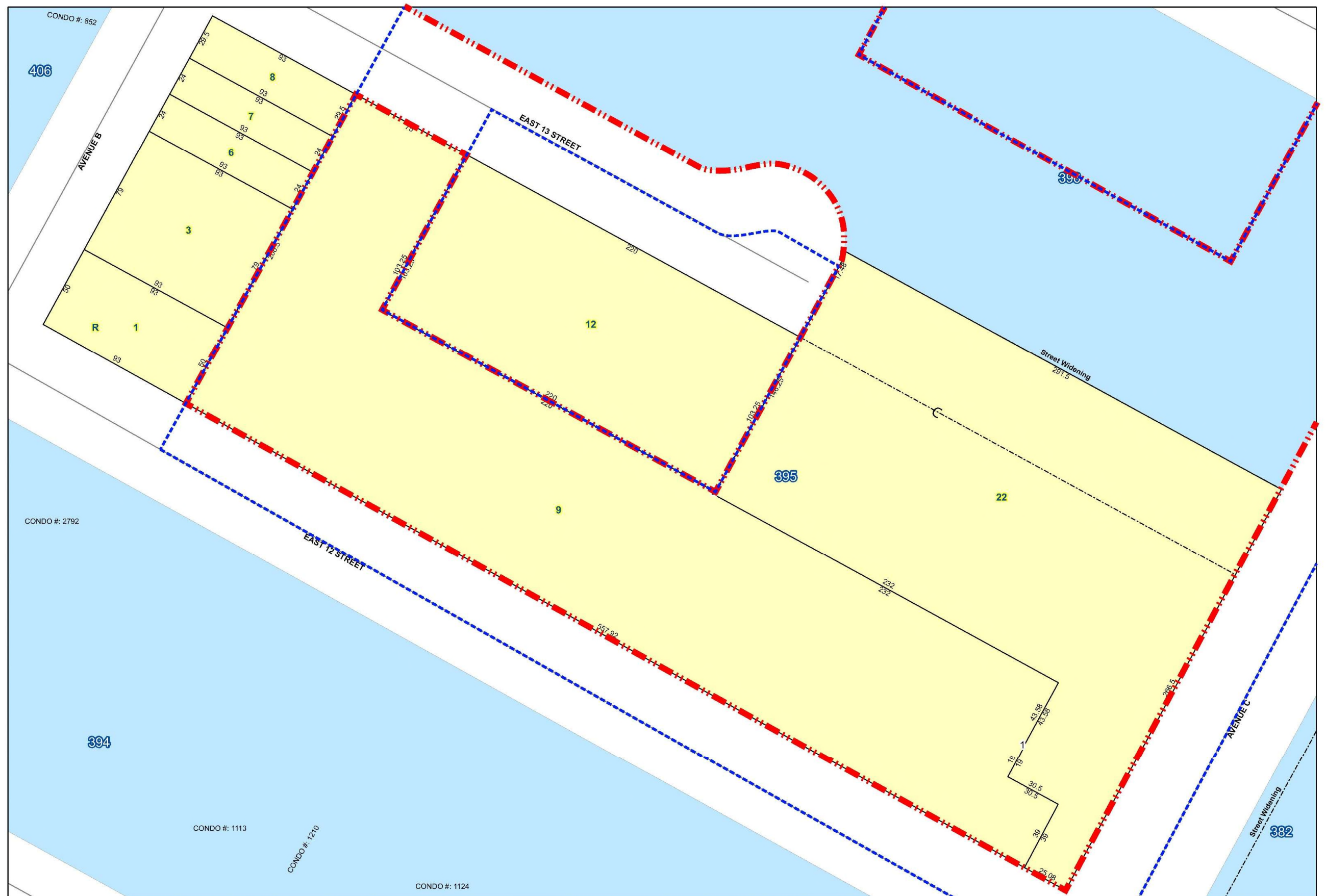
Effective Date : 10-20-2021 09:38:39

End Date : Current

Manhattan Block: 395

### Legend

- |  |                           |
|--|---------------------------|
|  | Streets                   |
|  | Miscellaneous Text        |
|  | Possession Hooks          |
|  | Boundary Lines            |
|  | Lot Face Possession Hooks |
|  | Regular                   |
|  | Underwater                |
|  | Tax Lot Polygon           |
|  | Condo Number              |
|  | Tax Block Polygon         |
|  | Development Site          |
|  | Area of LSRD              |





# Area Map

## Campos LSRD Minor Mod Area Map



### Project

- LSRD Boundary
- Development Site
- Rezoning Area
- 600 Foot Radius

### Zoning

- Zoning District
- C1-1

C1-2

C1-3

C1-4

C1-5

C2 1

C2-2

C2-3

C2-4

C2-5

Special Purpose District
- 1-2 Family Residential
- Multifamily Walkup
- Multifamily Elevator
- Mixed Commercial/Residential
- Commercial & Office
- Industrial & Mfg
- Transportation & Utility
- Public Facilities & Institutions
- Open Space & Outdoor Recreation
- Parking
- Vacant/No Data
- Other

### Transportation

- Subway Stop
- Subway Entrance

Map Created: Apr 4, 2022, 11:00am  
Data Sources: [layers-api.planninglabs.nyc/v1/sources](#)  
pluto MapPLUTO™ 21v2, Bytes of the Big Apple (June 2021); zoning-districts (May 2021); digital-citymap (May 2021); planimetrics (26 February 2019); transportation (21 November 2017); supporting-zoning (May 2021)

