

The content in this document was presented as a DRAFT for discussion purposes at the 11/16 CB 3 Land Use, Zoning, Public & Private Housing Committee Meeting. Many portions were identified as needing changes during the meeting. **Send your comments to SPURA@cb3manhattan.org by close of business 11/27/2010.** If you represent a constituency, please consolidate as many comments as possible.

Seward Park Planning Process

Meeting 5: Tuesday, November 16th, 2010

Agenda

[Discuss Guidelines](#)

I. INTRODUCTION

II. LAND USE AND PROGRAM

A. Mixed-Use Development

B. Commercial Development

C. Housing

D. Civic Uses

III. SITE LAYOUT AND DEVELOPMENT

I. INTRODUCTION

A. Guiding Principle

The City's plan and subsequent Request for Proposals (RFP) for the Seward Park Sites should be in accordance with the principles laid out herein. Maximization of City revenue from the sale of the land should be a secondary consideration. The City should select developer(s) whose proposal(s) most closely adhere to these guidelines and underlying principles. The City's conveyance of the land should include binding restrictions to assure that these principles are achieved.

B. Community Oversight

I. INTRODUCTION

A. Guiding Principle

B. Community Oversight

The City should communicate regularly with Community Board 3 on all aspects of project development, from preparation of the Request for Proposals (RFP) and the Uniform Land use Review Procedure (ULURP) process through completion of all associated planning, programming and development.

II. LAND USE AND PROGRAM

A. Mixed-Use Development

- 1) The mixed-use, mixed-income character of the neighborhood should be reflected in the development plan for the sites.

Continued...

B. Commercial Development

C. Housing

D. Civic Uses

II. LAND USE AND PROGRAM

A. Mixed-Use Development

- 1) The mixed-use, mixed-income character of the neighborhood should be reflected in the development plan for the sites.
- 2) Each phase of development should reflect the mixed-use, mixed-income guidelines indicated herein. No single phase should disproportionately favor one aspect of the final plan over any other.

B. Commercial Development

C. Housing

D. Civic Uses

II. LAND USE AND PROGRAM

B. Commercial Development

- 1) Full opportunity should be provided for economic development and local employment and entrepreneurship.

Continued...

C. Housing

D. Civic Uses

II. LAND USE AND PROGRAM

B. Commercial Development

- 1) Full opportunity should be provided for economic development and local employment and entrepreneurship.
- 2) Retail should be maximized in street-level building frontages along major streets (i.e., Delancey Street and Essex Street).

Continued...

C. Housing

D. Civic Uses

II. LAND USE AND PROGRAM

B. Commercial Development

- 3) Local service and convenience retail uses should be predominantly maximized in street-level building frontages along side streets (i.e., Broome Street, Grand Street, Ludlow Street, Norfolk Street and/or Suffolk Street). With the exception of a possible supermarket, no single retail tenant on a side street should exceed 30,000 square feet (sf) in size. In addition, no more than three new liquor licenses within 500 feet should be issued to establishments on residential side streets, and no licenses can be established within 200 feet of any school or religious institution.

Continued...

C. Housing

D. Civic Uses

II. LAND USE AND PROGRAM

B. Commercial Development

- 4) Mid-box retail should be encouraged to locate predominantly on the second floors of buildings along major streets (i.e., Delancey Street and/or Essex Street). “Mid-box” retail is defined as stores equal to 10,000 to 40,000 sf.

Continued...

C. Housing

D. Civic Uses

II. LAND USE AND PROGRAM

B. Commercial Development

- 4) Mid-box retail should be encouraged to locate predominantly on the second floors of buildings along major streets (i.e., Delancey Street and/or Essex Street). “Mid-box” retail is defined as stores equal to 10,000 to 40,000 sf.
- 5) The Essex Street Market should be relocated to a superior site on a major street to accommodate a larger market with more goods and services. Every effort should be made to retain the then current tenants of the Essex Street Market during the change in location and facility.

Continued...

II. LAND USE AND PROGRAM

B. Commercial Development

- 6) Every effort should be made to include a non- or limited-profit retail or other commercial component in the final program. This use may substitute for either local service and convenience retail (see #II.B.3) or civic uses (see #II.D). It is understood that this use will depend on project feasibility as well as a satisfactory proposal by a development or operating entity.

Continued...

C. Housing

D. Civic Uses

II. LAND USE AND PROGRAM

B. Commercial Development

- 6) Every effort should be made to include a non- or limited-profit retail or other commercial component in the final program. This use may substitute for either local service and convenience retail (see #II.B.3) or civic uses (see #II.D). It is understood that this use will depend on project feasibility as well as a satisfactory proposal by a development or operating entity.
- 7) Every phase of retail development should provide a diversity of goods, services and price points.

Continued...

C. Housing

D. Civic Uses

II. LAND USE AND PROGRAM

B. Commercial Development

- 6) Every effort should be made to include a non- or limited-profit retail or other commercial component in the final program. This use may substitute for either local service and convenience retail (see #II.B.3) or civic uses (see #II.D). It is understood that this use will depend on project feasibility as well as a satisfactory proposal by a development or operating entity.
- 7) Every phase of retail development should provide a diversity of goods, services and price points.
- 8) Non-retail, commercial development – including office, hotel and/or a movie theater – should be provided. The final commercial use(s) and its/their floor areas will depend on market conditions at the time of development.

II. LAND USE AND PROGRAM

C. Housing

- 1) The sites should be developed to optimize their aggregate residential potential. At least 800 and preferably more than 1,000 housing units should be provided.

Continued...

D. Civic Uses

II. LAND USE AND PROGRAM

C. Housing

- 2) The mixed-income character of the neighborhood should be reflected in the development plan for the sites. At least 10 percent and preferably 30 percent of all units should be reserved for moderate- and middle-income households. Approximately 30 percent of all units should be reserved for low-income households; of these units, roughly one third should be reserved for seniors. Forty (40) to 60 percent of all units should be available at market-rate values (i.e., for households with no income restrictions). The household income definitions are as follows:

<u>Income Range</u>		<u>Percent of Area Median Income</u>	<u>Upper Limit of Income*</u>
Middle income	up to	165 percent	\$130,000
Moderate income		130 percent	\$100,000
Low income	less than	50 percent	\$ 40,000

* Income limits are 2010 approximations for a family of four based on the most recently available data and will change from year to year; they are shown here for illustrative purposes only.

II. LAND USE AND PROGRAM

C. Housing

- 3) Every effort should be made to secure State, Federal and other outside funding in order to achieve the uppermost range in middle-, moderate- and low-income housing. The RFP for development should include the recommendation that selected developer(s) endeavor to reach beyond the minimums set forth above (see #II.C. 2). This should be a major criterion in the selection of the developer (s).

Continued...

D. Civic Uses

II. LAND USE AND PROGRAM

C. Housing

- 3) Every effort should be made to secure State, Federal and other outside funding in order to achieve the uppermost range in middle-, moderate- and low-income housing. The RFP for development should include the recommendation that selected developer(s) endeavor to reach beyond the minimums set forth above (see #II.C.2). This should be a major criterion in the selection of the developer(s).
- 4) The non-market-rate units should be integrated with the market-rate housing and be indistinguishable from the exterior in terms of material and design quality.

Continued...

D. Civic Uses

II. LAND USE AND PROGRAM

C. Housing

- 5) The non-market-rate housing units should be prioritized for current residents of Community District 3, as well as current residents who may be relocated as a result of planned development. Pending further legal analysis, similar opportunity should also be provided to qualifying former SPURA residents.

Continued...

D. Civic Uses

II. LAND USE AND PROGRAM

C. Housing

- 5) The non-market-rate housing units should be prioritized for current residents of Community District 3, as well as current residents who may be relocated as a result of planned development. Pending further legal analysis, similar opportunity should also be provided to qualifying former SPURA residents.
- 6) All non-market-rate units should remain affordable in perpetuity.

D. Civic Uses

II. LAND USE AND PROGRAM

D. Civic Uses

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

Continued...

II. LAND USE AND PROGRAM

D. Civic Uses

- 1) The site development should include community, cultural and/or institutional (“civic”) uses and amenities that benefit residents of all ages.
- 2) Full opportunity should be provided for civic uses and amenities. It is understood that such use(s) for each site will depend on project feasibility as well as a satisfactory proposal by a development or operating entity. Civic use is broadly defined to include a possible non- or limited-profit retail component and/or non-profit offices.

Continued...

II. LAND USE AND PROGRAM

D. Civic Uses

- 1) The site development should include community, cultural and/or institutional (“civic”) uses and amenities that benefit residents of all ages.
- 2) Full opportunity should be provided for civic uses and amenities. It is understood that such use(s) for each site will depend on project feasibility as well as a satisfactory proposal by a development or operating entity. Civic use is broadly defined to include a possible non- or limited-profit retail component and/or non-profit offices.
- 3) The civic use obligation may in large measure but not entirely be satisfied by any one such use.

Continued...

II. LAND USE AND PROGRAM

D. Civic Uses

- 4) Consideration should be provided to setting aside sufficient land and building capacity for a school. The siting of the school should allow it to be oriented on a side street.

Continued...

II. LAND USE AND PROGRAM

D. Civic Uses

- 4) Consideration should be provided to setting aside sufficient land and building capacity for a school. The siting of the school should allow it to be oriented on a side street.
- 5) Parks and open space should be a major feature of the final development program. Their preferred location(s) and programming should be determined through a community process in advance of any RFP. A side street orientation is preferred for local neighborhood open space, such as a playground.

III. SITE LAYOUT AND DEVELOPMENT

A. Site-Specific Concerns

If necessary, as a development plan approaches and enters the ULURP process, site-specific concerns (e.g., regarding program mix, affordability, urban design or other aspects) that arise should continue to be addressed by members of the Community Board, its designated committee and the City.

B. Commercial Overlay

C. Urban Design

D. Parking

III. SITE LAYOUT AND DEVELOPMENT

B. Commercial Overlay

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

C. Urban Design

D. Parking

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III. SITE LAYOUT AND DEVELOPMENT

C. Urban Design

- 1) The final building and site plans should be in keeping with current planning principles of contextual design (e.g., building orientation and access should support and enhance the pedestrian realm and weave together the fabric of the neighborhood). Their final designs should consider successful models that have been employed in other cities around the nation and the world, especially as they pertain to mixed-income and mixed-use developments.

Continued...

D. Parking

III. SITE LAYOUT AND DEVELOPMENT

C. Urban Design

- 2) The development should exemplify good urban design and sound environmental principles. State-of-the-art environmental design solutions, such as passive and active energy and water use efficiencies, should be promoted.

D. Parking

III. SITE LAYOUT AND DEVELOPMENT

D. Parking

The development should include at least enough public parking to replace the existing on-site public parking (other than for trucks) that will be displaced as a result of development.