

Application Section 6: “Panorama” Photos

Purpose

The objective of the Project Area Photographs and Key Map standard is to ensure the inclusion of photographs that aid in the understanding of a proposed project and eligibility. Photographs clearly and easily show the existing conditions within and surrounding a proposed Development Site. The Project Area Photographs will allow stakeholders to have both a written and visual description of the context of the proposed land use actions and enable a clear understanding of the Development Site’s eligibility for store frontage expansion.

How to Measure Establishment Frontages

Frontage is defined as the portion of a ground floor level of a building containing an establishment – either a commercial use or residential lobby.

Measurements may be taken with the help of a measuring wheel, measuring tape, or other tool that records linear feet and inches. Visual estimates will work for most frontages except for those close to 40 feet. For the purposes of the certification application, only notation indicating a frontage’s width as less than or equal to 40 feet, or greater than 40 feet, is required, as shown on the sample. The Department of City Planning will verify all measurements near or greater than 40 feet.

Individual establishments usually have separate awnings or signage and separate entrances. There is usually an interior wall defining the space, with or without an interior passageway connecting it to the space next door.

In some cases, the portion of ground floor level that contains the use is not obvious, because a windowless wall makes it impossible to know where one storefront ends and the adjacent storefront begins. When this happens, the applicant should make an effort to record the length of the frontage by entering the establishment and observing where interior walls define the use.

The average Manhattan city block has 200 feet of frontage; 40 feet therefore represents about one-fifth of a standard blockfront throughout most of EC-2.

Format Requirements:

Color: Original photographs must be in color; application may include black and white.

Photo Size: Photographs must be taken at least a 3 megapixel resolution.

Photo Scale: Photographs must be scaled identically and stitched together for a width of no less than 20” per block front.

Page Layout: Minimum page size of 8.5” x 14”

Date: Photographs must be labeled with the date that they were taken and should be taken mid-day or afternoon for maximum storefront visibility.

Location/Direction: Photographs must identify the avenue and cross streets bounding the avenue, and the E/W direction (for example: “East side of Amsterdam between 85th and 86th streets)

Frontage Measurements: Photographs must have captions clearly identifying each store front on the block as having less than or equal to 40 feet of ground floor street frontage, or greater than 40 feet of ground floor street frontage.

Required Views: Direct view of the full frontage of the Development Site’s entire block front. This will require at least 2 photos to capture entire blockfront. These photos may be manually or digitally stitched together). A thorough attempt to document the existing conditions of the proposed Project Area during active daylight hours should be made. The intent is to demonstrate store frontages surrounding the Development Site and this is best accomplished when metal gates are up and establishments are open.

- Direct view of the full frontage of the proposed Development Site
- Context views of blocks surrounding the Development Site:
 - Direct view of the full frontage of the block directly opposite the Development Site’s block (if mapped within the EC)
 - Showing adjoining conditions on each side of the Project Area
 - Direct view of the full frontage of the blocks immediately adjacent to the Development Site’s block (if mapped within the EC)