



HUDSON YARDS
MASTER PLAN
Preferred Direction

Purpose: Why is Hudson Yards important to the city's future?

The Site: Hudson Yards today

Public Action needed to spur private investment

Expand transportation

Make great public buildings

Create an open space network

Zone for appropriate uses and densities

Master Plan: Preferred Direction

42nd Street Corridor

10th Avenue to the Hudson River

9th Avenue

34th Street Corridor

Warehouse District

Sustainability

The Next Steps

Purpose:

Why is Hudson Yards important to the city's future?

The future prosperity of New York City depends on its ability to provide space for jobs, housing, and recreation over the coming decades. Growth in office and convention space is critical to meet the changing needs of businesses and to accommodate an expanding economy. In the 1990s, the existing central business districts in Midtown and Lower Manhattan had a limited capacity to absorb more growth due to the lack of available sites.

The planning for Hudson Yards anticipates a multi-decade long time horizon for the redevelopment of the Hudson Yards. This area is one of the great opportunities to secure the City's economic future in the global marketplace.

It is anticipated that through decisive public sector actions, such as the expansion of mass transit, creation of character-defining open space, and reinvention of the area's zoning, these actions would spur the private investment that will sustain the livelihood of future generations of New Yorkers.

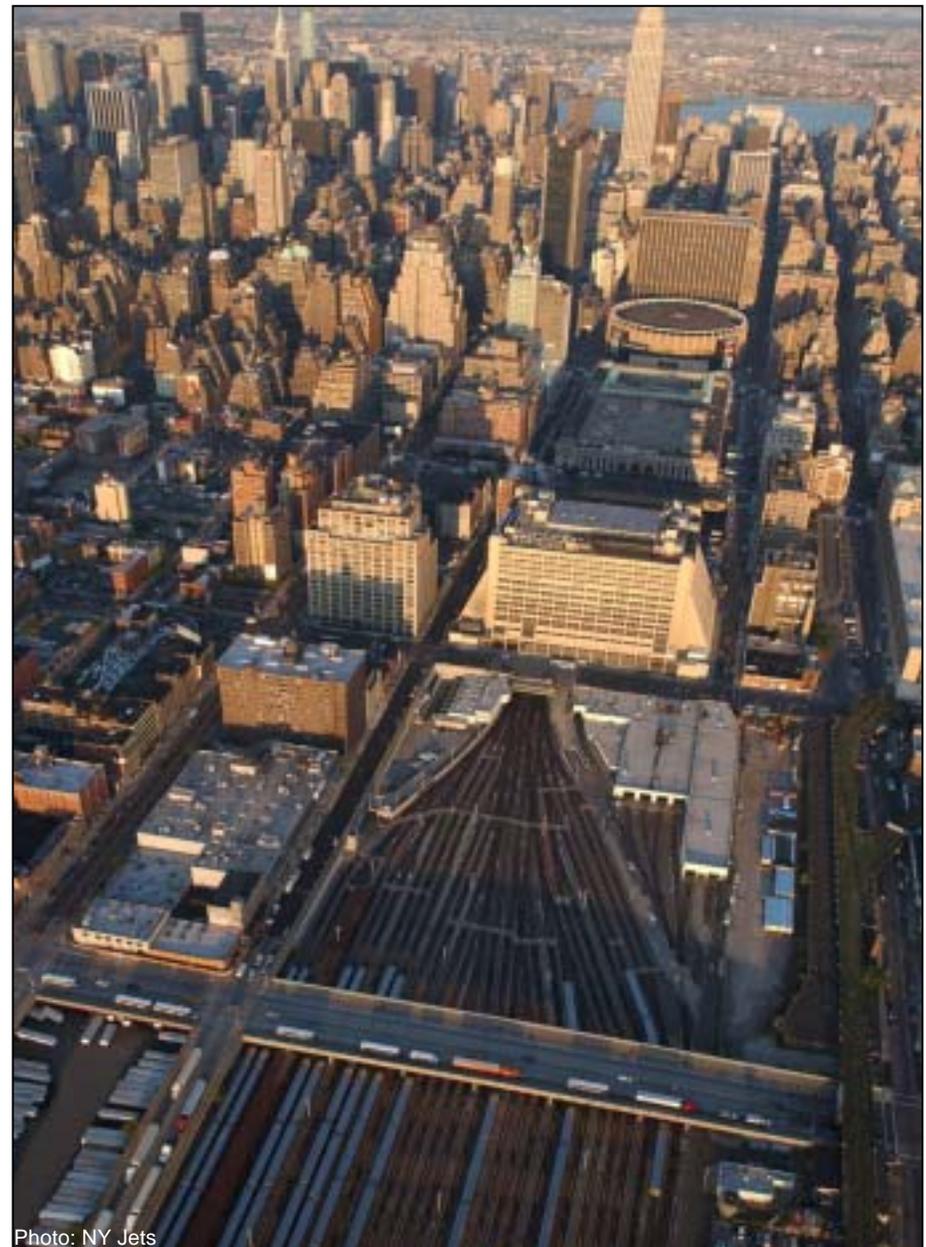


Photo: NY Jets

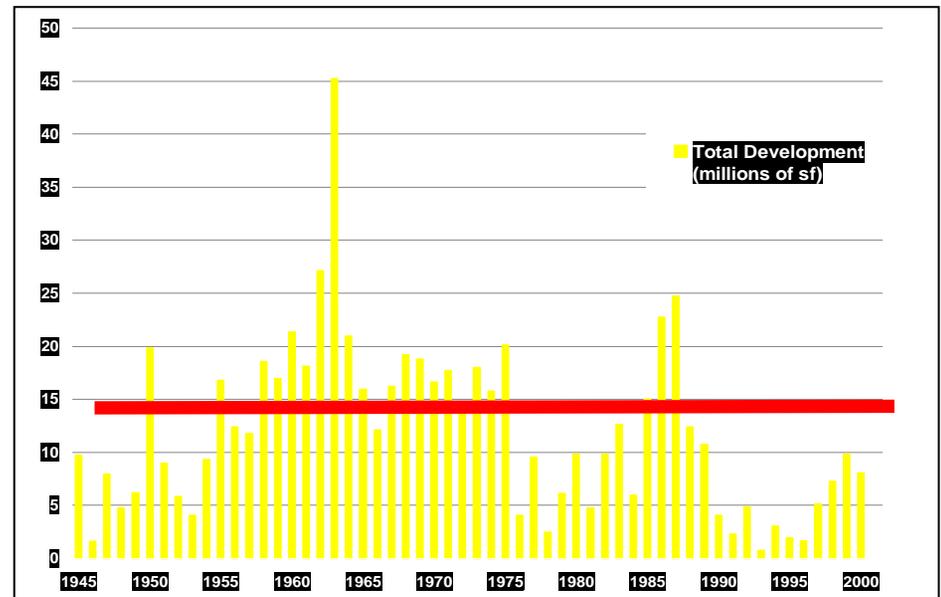
Hudson Yards Looking East

Purpose:
Why is Hudson Yards important to the city's future?

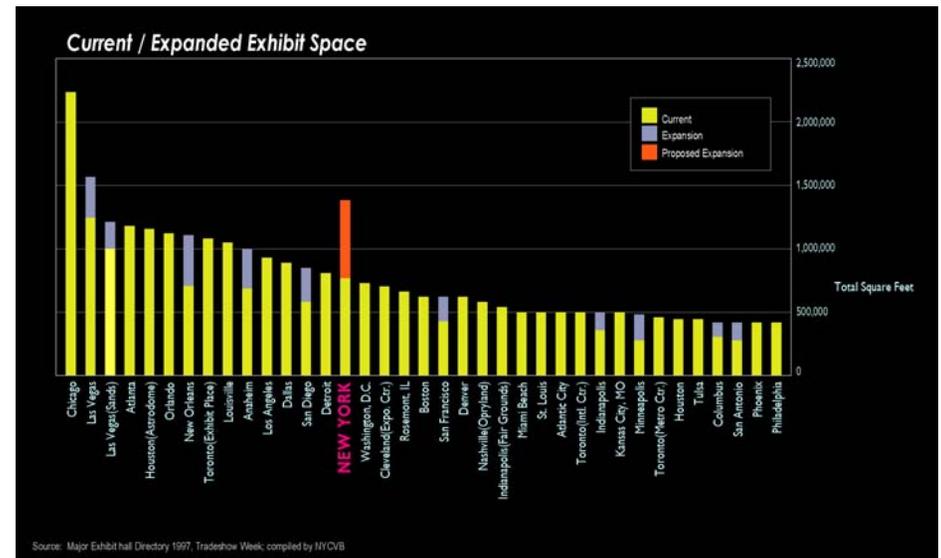
Though New York City, and the country as a whole, is currently in the midst of an economic slow down, the city must be able to grow and provide space for jobs, housing, and recreation over the coming decades. Since World War II, Manhattan has added an average of approximately 12 million square feet of total new development per year. It is critical that the City continue to provide areas for such future development.

The redevelopment of Lower Manhattan, which will occur over the next 10 to 15 years, will absorb some development as will Midtown. However, these areas do not have the long term capacity to provide the development New York needs to grow.

As critical as office and residential development is to the vitality of Manhattan, the Javits Convention Center plays an equally important role. The Convention Center attracts thousands of visitors a year that infuse millions of dollars into the local economy. Currently Javits is the 15th largest facility in North America and is inadequate to host many of the largest shows. To increase its competitiveness in the convention industry, the Convention Center needs to be expanded. Such an expansion would attract more tourists and jobs, ensuring New York's economic strength.



Source: Department of City Planning Annual Development in Manhattan, since 1945



Source: NYC & Company National Ranking of Convention Centers, 2002

Purpose:
Why is Hudson Yards important to the city's future?

New York has a long history of meeting great challenges. It is a history of planning during recessions and building during booms. In fact, it was exactly one century ago that Park Avenue was an open rail yard spewing smoke and soot. In response, the state legislature mandated the construction of Grand Central Station, one of the greatest train terminals in the world. Streets and development parcels were built around open rails yards and within thirty-years, the area was lined with some of most impressive buildings in the city, including the Waldorf Astoria.

In 1900, New York City invested in the infrastructure that created the world's greatest central business district. A century later, New York City is poised to make a similar investment to transform the Hudson Yards into a vital urban center.



Looking south towards Grand Central, circa 1900



Looking south towards Grand Central, circa 1913



Photo: NY Jets

Aerial photo of Hudson Yards today



Aerial photo of Park Avenue, circa 1935

The Site: Hudson Yards Today

Today, Hudson Yards is the only large, underutilized area where Midtown can expand without encroaching on densely built-up residential communities. Bordering the area are the communities of Clinton to the north, Chelsea to the south, and Midtown to the east.

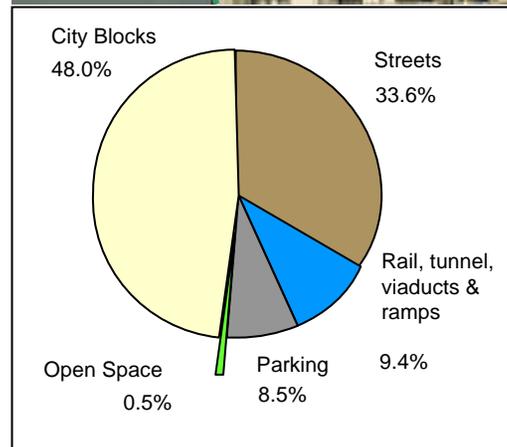
The Hudson Yards area encompasses 360 acres of land. The amount land devoted to open space is .05% which is extremely low when compared with other areas of Manhattan.

There are several distinct corridors within the Hudson Yards area. There is 42nd Street, 9th Avenue and its residential core, 34th Street and the superblocks, the 10th to 11th Avenue corridor, as well as the area south of the MTA Rail Yards.

Currently, less than 150 housing units are located west of 10th Avenue between West 28th and 41st streets, and a large portion of this area is occupied by open parking and utility storage lots. This area provides the greatest opportunity for redevelopment.



Hudson Yards Context Map



The Site: Hudson Yards Today

The Hudson Yards area is one of the most challenging environments in Manhattan. There are numerous assets and challenges in the area that the consultant team identified.

Assets

- Proximity to Midtown
- Developable land
- Proximity to the waterfront
- Regional gateway
- Community focal points, such as Ninth Avenue
- Varied topography with multiple levels
- Large, active public buildings



Photo: CR&P

Looking south on Ninth Avenue



Photo: CR&P

Port Authority Bus Terminal



Photo: NY Jets

Looking west along 34th Street

The Site: Hudson Yards Today

Challenges

The challenges that the area presents are the following:

- Isolation from subways
- Infrastructure as a barrier
- Large city service facilities
- Vehicle storage uses
- Lack of greenspace
- Streets and avenues without character
- Inadequate vehicular circulation
- Unfriendly pedestrian environment



Photo: CR&P

Infrastructure as barrier (Lincoln Tunnel)



Photo: Department of City Planning

Vehicle storage uses



Photo: CR&P

Traffic heading north on 11th Avenue

Public Action needed to spur private investment

- EXPAND PUBLIC TRANSPORTATION
- MAKE GREAT BUILDINGS
- CREATE OPEN SPACE NETWORK
- ZONE FOR APPROPRIATE USES AND DENSITIES

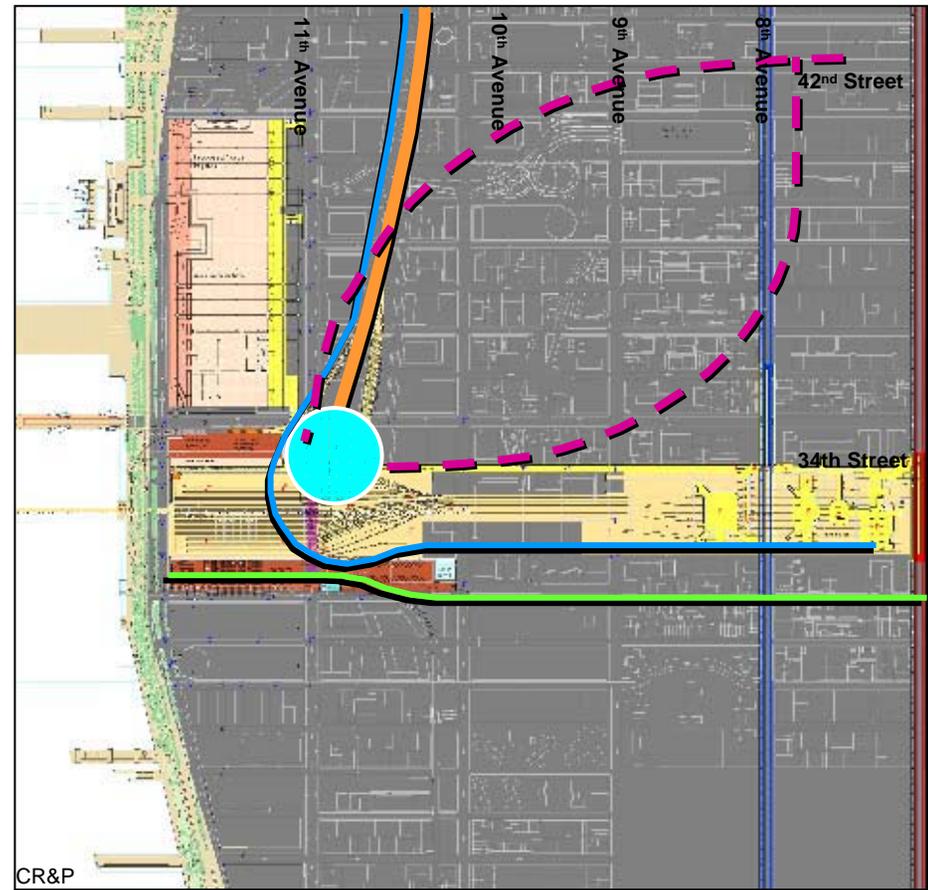


While the costs of creating this infrastructure will be substantial, the value of the future economic development will be far greater. Here, as in few other places, the public sector can pay for this infrastructure with the revenues received from development. Because of this “self-financing” structure, the infrastructure requirements will not compete for scarce public resources for other worthwhile projects. At the same time, we must recognize that little, if any, development will occur without these public investments, and financing them will only be possible by encouraging a critical mass of densities and uses.

Expand Public Transportation

The Hudson Yards area is currently inaccessible by public transportation. The Preferred Direction calls for the extension of the Number 7 subway line to the area near 34th Street and 11th Avenue. The exact route will be determined as part of an Environmental Impact Study (EIS) that the MTA and DCP will undertake as part of this project. In addition to extending the Number 7 subway line, other transit improvements will be examined in this process.

The City is also exploring the ability of extending the LIRR and Metro North into this area. These three transit options could culminate in a multi-modal transit center at 34th and 11th Avenue.



Potential Transportation Improvements

-  Potential Transit Center
-  Number 7 Subway Line
-  LIRR Extension
-  Metro North Extension
-  Amtrak Empire Line

Make Great Public Buildings

Many of the public buildings in the Hudson Yards Area fall short of the civic monuments that New York City expects from its public buildings. The new public facilities proposed for the area, will meet high design standards and seek to add to the Manhattan cityscape. Great opportunities exist with the redevelopment of the Farley building, the expansion of the Javits Center, and creation of a new multi-use facility. Great public buildings will:

- Enhance and improve existing buildings
- Create exciting new “destination” facilities
- Keep New York competitive on a world scale
- Act as a catalyst to private development

Design Example



Courtesy Rafael Viñoly Architects PC

Rendering of David L. Lawrence Convention Center (Pittsburgh)

Hudson Yards Potential Buildings



Courtesy Skidmore, Owings & Merrill LLP

Rendering of Farley Building/Penn Station



Courtesy NY Jets

Rendering of multi-use facility at Hudson Yards

Create Open Space Network

Over the last several centuries, cities throughout the world have demonstrated that open space provides multiple benefits. Open spaces can be provided in different sizes and shapes to serve the various needs of the city. The benefits of Open Spaces include the following:

- Promote Health
- Create Value
- Enhance Character and Identity
- Make Connections



Photo: Olin Partnership

Wagner Park



Photo: Olin Partnership

Bryant Park



Photo: Olin Partnership

Green Acre Park



Photo: Olin Partnership

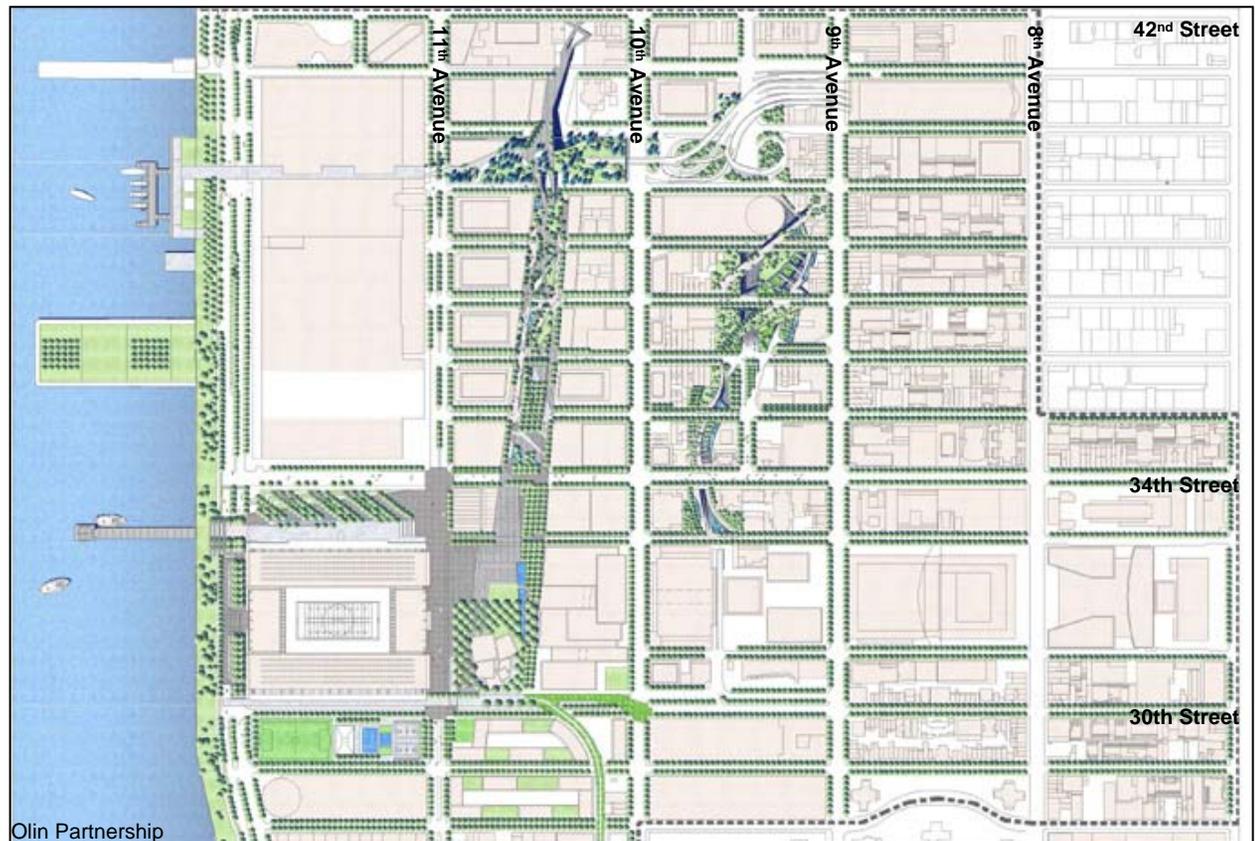
Battery Park City Esplanade

Create Open Space Network

Open Space Plan

The Master Plan seeks to address one of the most pressing needs for the Hudson Yards area: green space.

The Master Plan transforms the area with an extensive network of open spaces. Tree lined streets and varied and numerous open spaces are features that the Preferred Direction seeks to provide to enhance the Hudson Yards area. These spaces will offer active and passive recreation areas that will serve residences and office workers.



Illustrative Open Space Plan of Hudson Yards Area

Create Open Space Network

Open Space Plan

A midblock open space between what is currently 10th and 11th avenues is proposed that would contain neighborhood oriented programming in the north and passive recreation spaces to the south. The corridor would culminate in a regional open space over what is currently the eastern rail yard.



Olin Partnership
Illustrative rendering of 10th to 11th midblock open space (North)



Olin Partnership
Illustrative 10th to 11th midblock open space

Create Open Space Network

Open Space Plan

An open space network would also be created midblock between Ninth and 10th avenues, in an area now dominated by the Lincoln Tunnel ramps and expressway. This open space would make use of the below grade infrastructure and parcels of land surrounding it to infuse the area greenery. The entire series of spaces would create an entire park system from 39th Street down to 34th Street.



Illustrative rendering Dyer Avenue, looking north from 36th Street



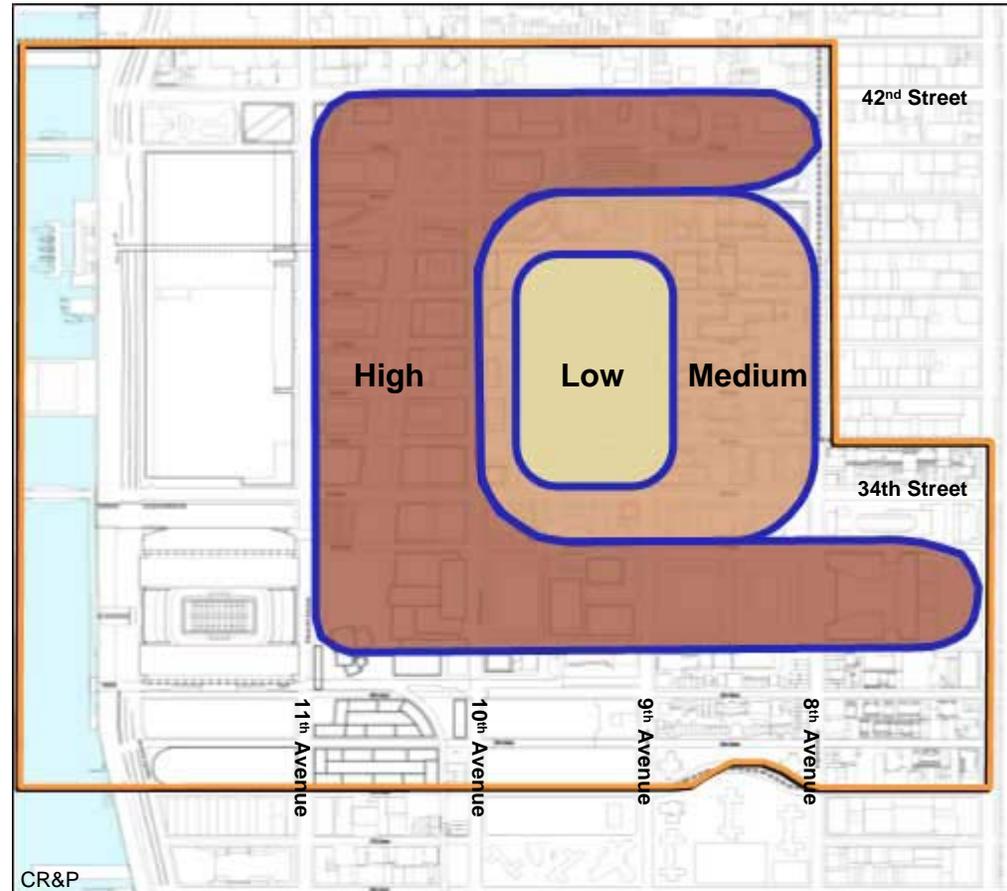
Illustrative 9th to 10th midblock open space

Zone for Appropriate Uses

The City believes that the redevelopment of the area must support the larger goal of keeping New York competitive as a global city for generations to come. Rezoning the Hudson Yards area will promote future mixed-use development in the area providing new opportunities for jobs and housing.

The rezoning strategy is centered on providing for areas for new office growth while respecting and reinforcing the neighborhoods that exist in the area. The Preferred Direction seeks to direct the highest density to the regional streets of 42nd and 34th streets as well as across from the Javits Convention Center. These areas are the most appropriate for the high density and would benefit the most from new subway access in the area.

The rezoning strategy seeks to preserve the Ninth Avenue scale by keeping the density near existing levels. It is separated from the higher density areas by a band of moderate density areas.



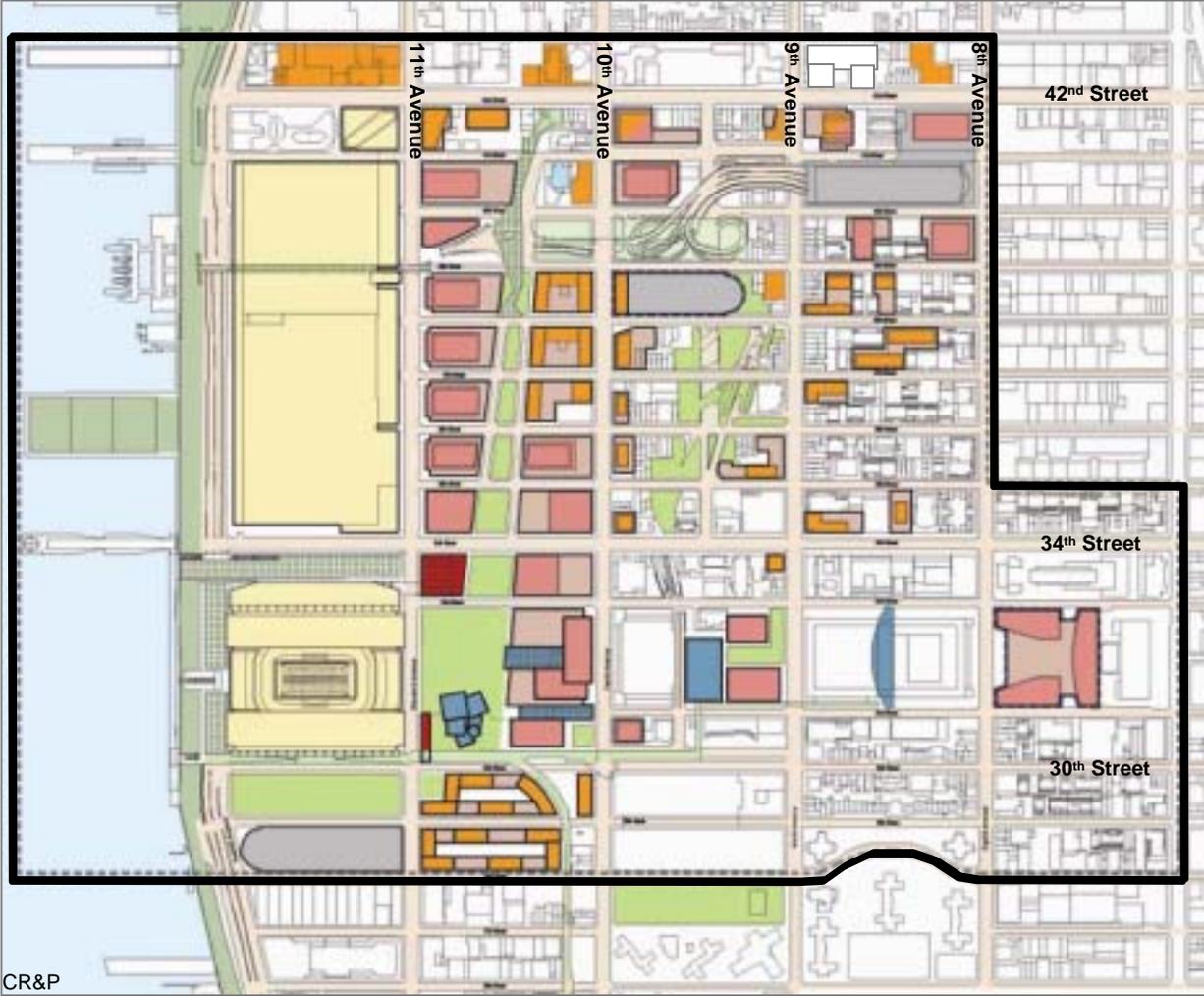
Conceptual Zoning Diagram for Hudson Yards Area

Master Plan: Preferred Direction

The challenge before us is to develop Hudson Yards in accordance with a vision for a spectacular mixed-use commercial and residential area where everyone will want to live, work, and visit.

Hudson Yards is such an extensive area that it should be thought of as not just one place, but many places. The Preferred Direction identifies five distinct districts, which together will create a vibrant new mixed-use area for New Yorkers. These five districts are:

- 42nd Street Corridor
- 10th Avenue to the Hudson River
- 9th Avenue
- 34th Street Corridor
- Warehouse District



Preferred Direction as of February 10, 2003

- Proposed Residential Sites
- Proposed Commercial Sites
- Proposed Open Space
- Proposed Community Facility Sites

42nd Street Corridor

Extending from the Port Authority Bus Terminal west to the Hudson River Park, generally between West 41st and West 43rd streets, this corridor links the Hudson Yards area with Midtown to the east, Clinton to the north, and the waterfront on the west. It is anticipated that this area will continue to evolve as a high-density residential district with a grand terminus at the Hudson River Park. Additionally, this corridor will link the proposed midblock open space, between 10th and 11th avenues, with connections to the heart of Hudson Yards, Midtown, and the waterfront.



Photo: CR&P

Looking west on 42nd Street

- Proposed Residential Sites
- Proposed Commercial Sites
- Proposed Open Space
- Proposed Community Facility Sites



10th Avenue to the Hudson River

This corridor extends generally between West 35th and West 41st streets. It includes, between West 39th and West 40th streets, the northern tube of the Lincoln Tunnel.

The plan proposes a northward expansion of the Javits Convention Center to West 41st Street between 11th Avenue and Route 9A, which includes a hotel associated with the Convention Center between West 41st and West 42nd streets at 11th Avenue and provides a front door for Javits at 42nd Street. The plan also proposes maintaining the 39th Street access to the waterfront and ferry terminal. The plan also explores the feasibility of a pedestrian path along 39th Street that could be either over or through the expanded Convention Center.

Additionally, the plan proposes a midblock open space system and boulevard between 10th and 11th avenues that extends from 42nd Street to 34th Street. 11th Avenue is one of the primary locations for high-density commercial uses in the Hudson Yards area. The area provides a mixed-use presence with medium to high-density residential uses along the western frontage of 10th Avenue and fronting on the midblock open space.

-  Proposed Residential Sites
-  Proposed Commercial Sites
-  Proposed Open Space
-  Proposed Community Facility Sites



9th Avenue

Extending from Eighth to 10th avenues between West 34th and West 40th streets, this area is primarily a low-density residential neighborhood having its central retail and neighborhood spine along Ninth Avenue. Also within the area is a portion of the Garment Center between Eighth and Ninth avenues, the center and southern tubes for the Lincoln Tunnel, ramps to the Port Authority Bus Terminal, the Lincoln Tunnel Expressway and Dyer Avenue.

The plan recommends new mixed-use, primarily residential development that would help reinforce and expand the residential character of the neighborhood while allowing for new housing and complimentary commercial uses. The residential presence of this neighborhood is proposed to be expanded towards the west with housing on the east side of 10th Avenue as well as housing to west of 10th Avenue between 36th and 39th streets. Also planned is the potential for new residential development to the east of Ninth Avenue. A north-south neighborhood open space network between Ninth and 10th avenues would be designed around the infrastructure to knit the area together.

- Proposed Residential Sites
- Proposed Commercial Sites
- Proposed Open Space
- Proposed Community Facility Sites



Photo: CR&P

9th Avenue “Main Street”



34th Street Corridor

This corridor extends from the existing Pennsylvania Station and Madison Square Garden west to the Javits Convention Center and Route 9A, generally between West 30th and West 34th streets. It includes, east of 10th Avenue and along 34th Street, existing high-density residential buildings. It presents one of the greatest opportunities for large-scale development due to its central location and the presence of the large sites created by the superblocks and the MTA rail yards. The plan proposes this as a high-density corridor which would link major transportation hubs and existing residential buildings on West 34th Street with large scale development, including large floor plate office buildings, hotels, a multi-use exhibition and sports/entertainment facility, and regional open space. The corner of 34th and 11th Avenue is also envisioned as the location for the new transit station.



Pei Cobb Freed & Partners, Architects LLP
Tour EDF, Paris



Warehouse District

This four-block area, between 10th and 12th avenues from West 28th to West 30th streets, is generally characterized by low-intensity commercial and industrial uses, such as a Con Edison truck facility, warehouses, and parking and vehicle storage. The plan proposes new loft style residential uses for the blocks between 10th and 11th avenues from 28th to 30th streets, which are anticipated to be part of the proposed Highline Special District. Between 11th and 12th avenues, the Preferred Direction calls for active open space and the retention of the Con Edison facility. These uses would integrate this area with the residential and industrial uses, and art galleries to the south.

Design Example



Photo: Stanley Saitowitz / Natoma

Yerba Buena Lofts, San Francisco



- Proposed Residential Sites
- Proposed Commercial Sites
- Proposed Open Space
- Proposed Community Facility Sites

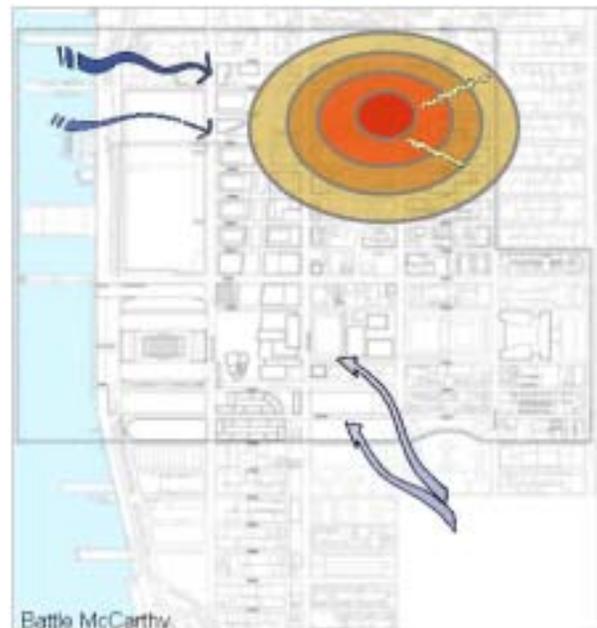
Sustainability

The City's objective is to demonstrate how sustainable design (smart growth or high performance) can minimize environmental impact, as well as improve social conditions and stimulate growth and investment. Hudson Yards presents a singular opportunity to integrate city-wide initiatives for energy and water conservation, intelligent response to microclimate, waste minimization and recycling, ecology and public open space within a comprehensive sustainable development framework.

The Hudson Yards area is presently dominated by 3 key climatic conditions:

- (1) cold winter winds from the northwest;
- (2) cool summer breezes from the south; and
- (3) noise and pollution generated by the Lincoln Tunnel.

The "preferred direction" plan proposes that the cold winter winds from the northwest would be deflected by the proposed high-density commercial buildings along 11th Avenue. The creation of a north-south open space network would allow for good solar access and encourage summer breeze movement, as well as feed air to the Lincoln Tunnel entrances to alleviate pollution. The plan also proposes higher buildings near the Lincoln Tunnel to encourage vertical air movement, thereby drawing air over the ramps from the south to dilute noise and pollution.



Microclimate: Existing Conditions



Microclimate: Design Solutions

Next Steps



Design/Financial Presentation	Spring '03
Draft Zoning Proposal	Spring '03
Draft EIS Completed	Spring '04
Certify Land Use Application	Spring '04
Adoption of Zoning	Fall '04/Spring '05
Number 7 Line Construction	Spring '05/Winter '09