



TRYON CENTER

A NEW URBAN FOCUS FOR NORTHERN MANHATTAN

A PROPOSAL BY
QUADRIAD REALTY PARTNERS, NEW YORK
to
COMMUNITY BOARD 12, MANHATTAN

Memorandum: Community Board 12, Manhattan: Land Use Sub-Committee Meeting No.


05 January 2011



PRESENTATION No. 1

TRYON CENTER
A NEW URBAN FOCUS FOR NORTHERN MANHATTAN
5 JANUARY 2011

QUADRIAD REALTY PARTNERS, NEW YORK
TO
COMMUNITY BOARD 12, MANHATTAN

CHAIR:
PAMELA PALANQUE-NORTH
DISTRICT MANAGER:
EBENEZER SMITH

COMMUNITY BOARD 12, MANHATTAN, LAND-USE COMMITTEE:

CHAIR:
WAYNE BENJAMIN, AIA
ASSISTANT CHAIR: ANITA BARBERIS ASSISTANT CHAIR: RICHARD ALLMAN
JAMES BERLIN ISAIAH BING TAMARA RIVERA STEVE SIMON

PRESENTING FOR QUADRIAD:
QUADRIAD REALTY PARTNERS
HENRY WOLLMAN, PRESIDENT
DEVELOPMENT PLANNING & DESIGN INC.
EVELYN KALKA, PRESIDENT



PRESENTATION No. 1

TRYON CENTER
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5 JANUARY 2011

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QUADRIAD'S DEVELOPMENT GOALS

This document is the **first** presentation to Community Board 12 of Quadriad Realty Partners proposed mixed-income—multi-use development for vacant and marginally-built lots at the intersections of the east and west sides of Broadway and I90th Street. In the New-strategy mode, described below, this development comprises the following three key building components:

A: BUILDINGS

1. new **residences** including the in-perpetuity dedication of 30% of the new residences solely for middle-income individuals and families;
2. new **retail** stores including the dedication of a portion of the new retail areas to small-scale neighborhood retail shops;
3. new **community facilities** including:
 - o a new neighborhood family health-care facility to be established in conjunction with the New York-Presbyterian Hospital;
 - o other community facility needs to be determined in coordination with Community Board 12;
4. new **parking** facility;

B: PUBLIC OPEN SPACE

5. the renovation of **Gorman Park** and the creation of additional public park areas with direct access from the east and west sides of Broadway at a +15' level; this renovated and extended extension of additional new public park space will be maintained in-perpetuity by the private development, on both sides of Broadway;

C: SUBWAY STATION ENHANCEMENT

6. the redesign and rebuilding of the **subway pedestrian access tunnel** from Broadway to the No.-I-line station at I90th Street;
7. subway station access **improvements**, including stair and handicap-access improvements to the I90th Street # I-line station to be negotiated with the MTA.



“AS-OF-RIGHT” VS “NEW-STRATEGY” DEVELOPMENT OPTIONS

Two development options are possible for these Community Board 12 sites: an as-of-right mode, based on current zoning regulations and restrictions for building market-priced residential purposes; and The New-strategy mode enabling a lengthy list of fully integrated mixed-income residences — market- and affordable- — and other community amenities of substantial scale. Considerable engagement with Community Board 12 is envisioned by Quadriad in preparing the New-strategy proposal, “Tryon Center”.

- o **The As-of-Right standard development model** is straightforward, consisting only of market-rate housing and an automatic approval process by the City Planning Commission and the Department of Buildings, with relatively limited opportunities for Community Board participation;
- o **The New-strategy innovative development model** is, in comparison, complex: It is intended to yield the development program described on page 1. It is based on the guidelines and structure of The New-strategy, Quadriad’s proposal for developing significant amounts of middle-income housing and community infrastructure throughout select northern Manhattan and outer-borough locations. The New-strategy is outlined on page 4, and described in detail in The New-strategy Handbook which will be distributed to the Board.

The New-strategy development, its guidelines and whom it serves, is intended by Quadriad to be organized in consort with the Community Board and other engaged community-based organizations. The middle-income housing which is at the core of the New-strategy proposal is intended to be built **without** relying on an obsolete financing model of unavailable public funds. All financing for Tryon Center is private. In this way, the New-strategy development is intended to serve as a model for how middle-income housing can be brought to **21st-century New York**.

The comparison of these two options—As-of-Right and New-strategy—will be the focus of initial presentations and discussions with the Community Board 12 and the Board’s land-use committee.



COMPARING AS-OF-RIGHT AND NEW-STRATEGY DEVELOPMENTS

The chart that follows **compares** the As-of-Right development with The New-strategy development for Tryon Center:

	<i>As of Right</i>	<i>New-Strategy</i>
Residential		
• Standard Market: No. of Units	216	454
• Affordable: No. of Units	0	198
- Income Level 1 (up to 60% median income)	0	66
- Income Level 2 (up to 120% median income)	0	66
- Income Level 3 (up to 180% median income)	0	66
Infrastructure		
• New Subway Connection	None	New Connection
Park and Open Space		
• Gorman Park	None	Rehabilitation
• New Public Park & Open Space	None	20,000 SF

	<i>As of Right</i>	<i>New-Strategy</i>
Retail		
• General Retail	37,500 SF	25,000 SF
• Community Retail	0	12,500 SF
Community Facility		
• Health	47,000 SF	47,000 SF
• Education	40,000 SF	40,000 SF

NEW-STRATEGY SCHEME WITH
STRONG COMMUNITY BOARD
INVOLVEMENT



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FAVORING THE NEW-STRATEGY DEVELOPMENT

Quadriad **prefers** to build the New-strategy development program, **not** the As-of-Right program.

The critical need for middle-income housing and the absence of public-funding make this the time in the 21st-century life of New York City to propose new models for financing and building middle-income housing and community infrastructure.

The growth of Community Board 12 neighborhoods make **this** the time in a key Community Board 12 area on Broadway, which links Washington Heights and Inwood, to think in new terms: **a project that integrates mixed-income residential uses with important new infrastructure, retail, parking and community facilities.** The density increases established under New-strategy guidelines make all this possible without reliance on non-existing public dollars and subsidies.

And in working with Quadriad to develop the program and the design, Community Board 12 plays a vital role in this process. With the help of Community Board 12, Tryon Center will happen.

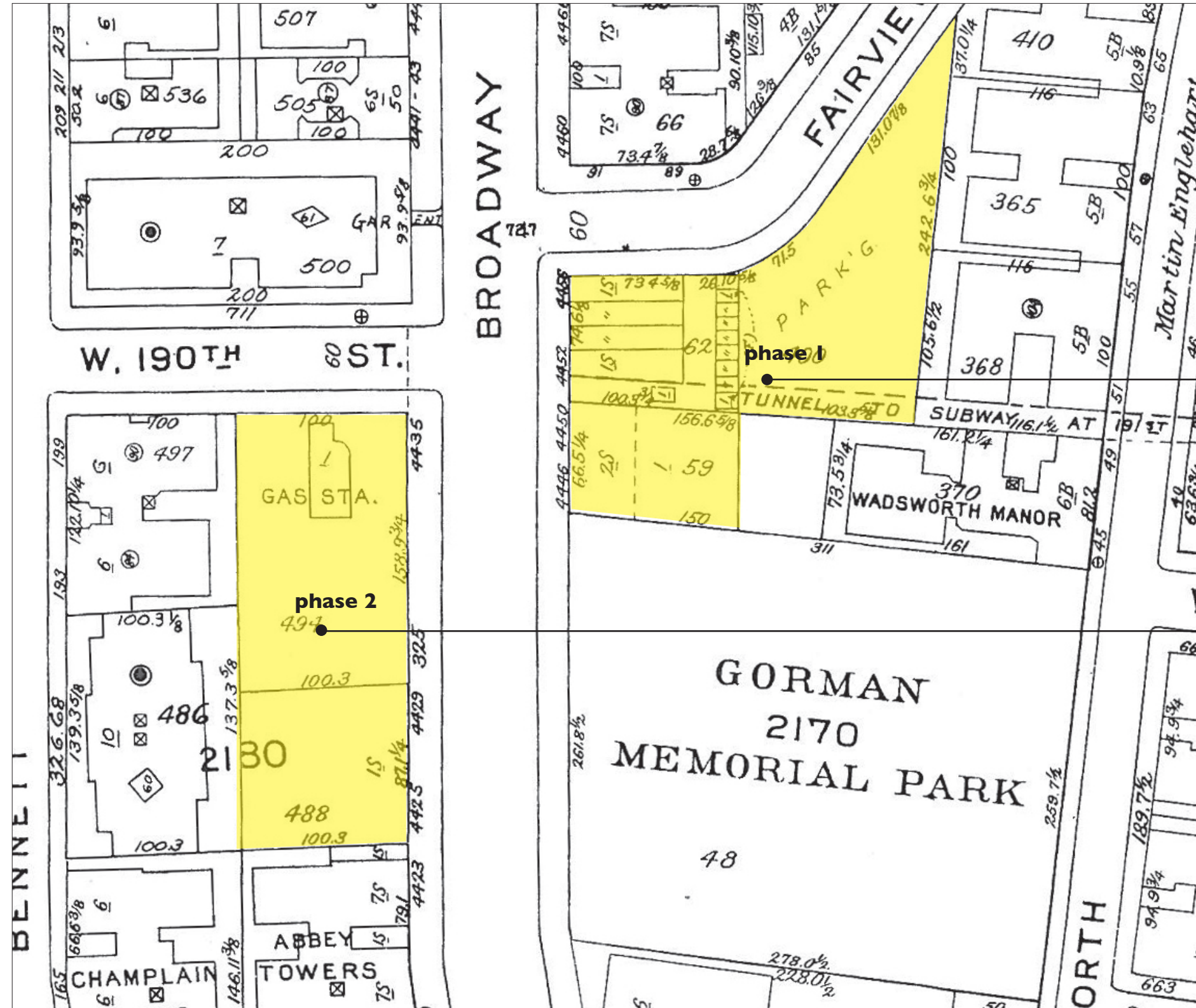
Quadriad is **able to finance** the New-strategy project presented here for four basic reasons:

- o the sustained investment of Quadriad's partners and the Quadriad Advisory Board in The New-strategy over a long period of time, as described in The New-strategy Handbook;
- o the integration into the construction process of The Building and Construction Trades Council of Greater New York and its composite union construction membership;
- o the equity investment assembled by Quadriad for Tryon Center, beginning with Quadriad's own investments;
- o the financing participation of The AFL-CIO Housing Investment Trust in New-strategy projects.



TWO SITES: EAST AND WEST OF BROADWAY

East of Broadway location: Phase 1
West of Broadway location: Phase 2



The Phase 1 Site Is Comprised Out Of The Following Blocks:

4452 Broadway, 10040
Block: 2170
Lot: 62
Lot Area: 7,900 sq ft
Lot Frontage: 74.5 feet
Lot Depth: 100.25 feet

44 Fairview Avenue, 10040
Block: 2170 Lot: 400
Lot Area: 16,217 sq ft
Lot Frontage: 202.42 feet
Lot Depth: 132 feet

4446 Broadway, 10040
Block: 2170 Lot: 59
Lot Area: 10,675 sq ft
Lot Frontage: 66.42 feet
Lot Depth: 158 feet

The Phase 2 Site Is Comprised Out Of The Following Blocks:

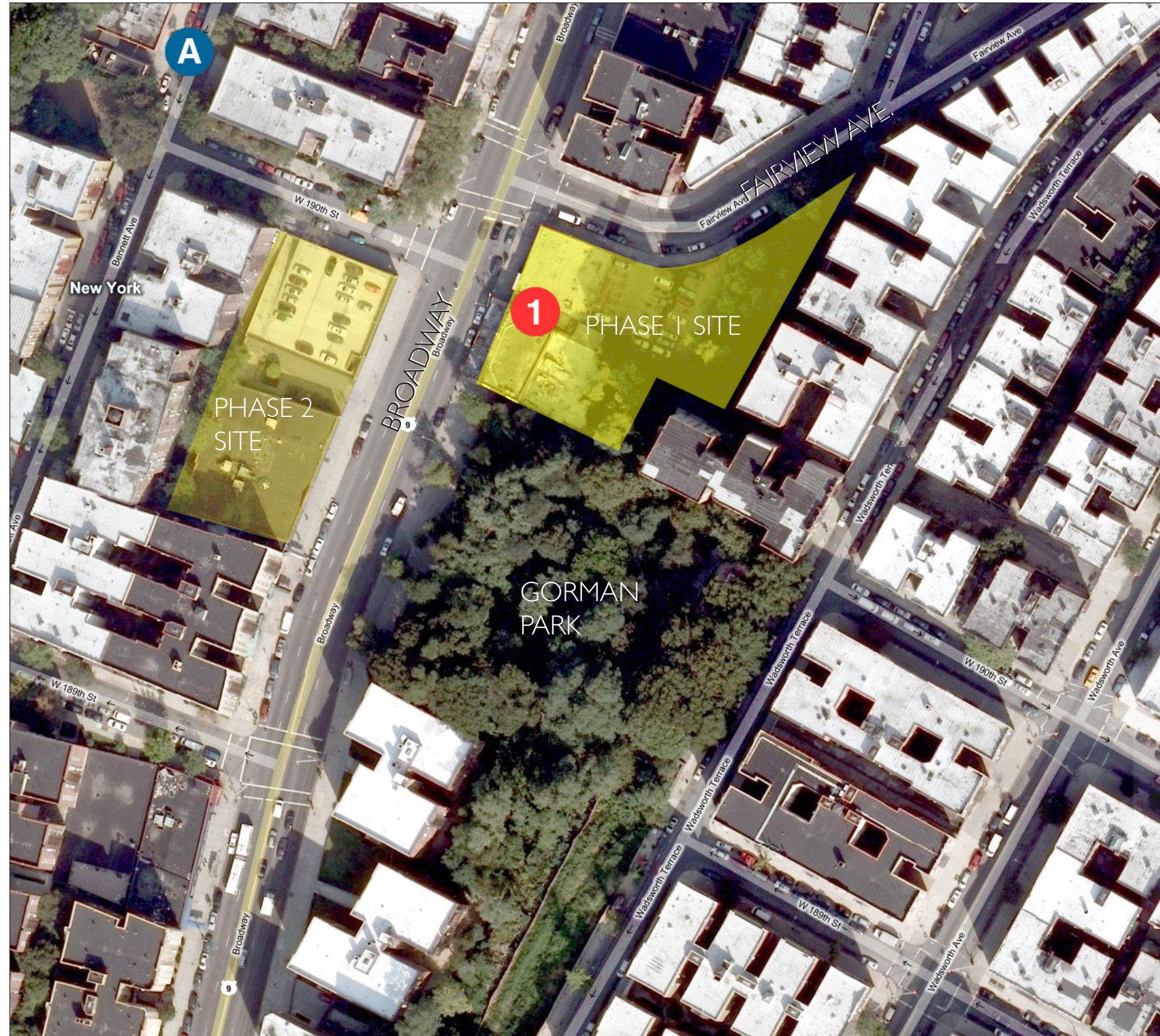
4439 Broadway, 10040
Block: 2180 Lot: 494
Lot Area: 16,275 sq. feet
Lot Frontage: 158.75 feet
Lot Depth: 100 feet

4423 Broadway, 10040
Block: 2180 Lot: 488
Lot Area: 8,700 sq. feet
Lot Frontage: 87.08 feet
Lot Depth: 100.25 feet



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TWO SITES: EAST AND WEST OF BROADWAY



Satellite image from: www.maps.google.com

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PHASE I: EAST OF BROADWAY

EXISTING CONDITIONS: Site Photograph



Phase I Site: East Of Broadway:

- Existing 1 and 2 Story Buildings On Site To Be Demolished
- Existing Residential Buildings On Lots Behind Our Site Are Elevated By The Existing Topography



6
PHASE I: EAST OF BROADWAY

AS-OF-RIGHT SCHEME

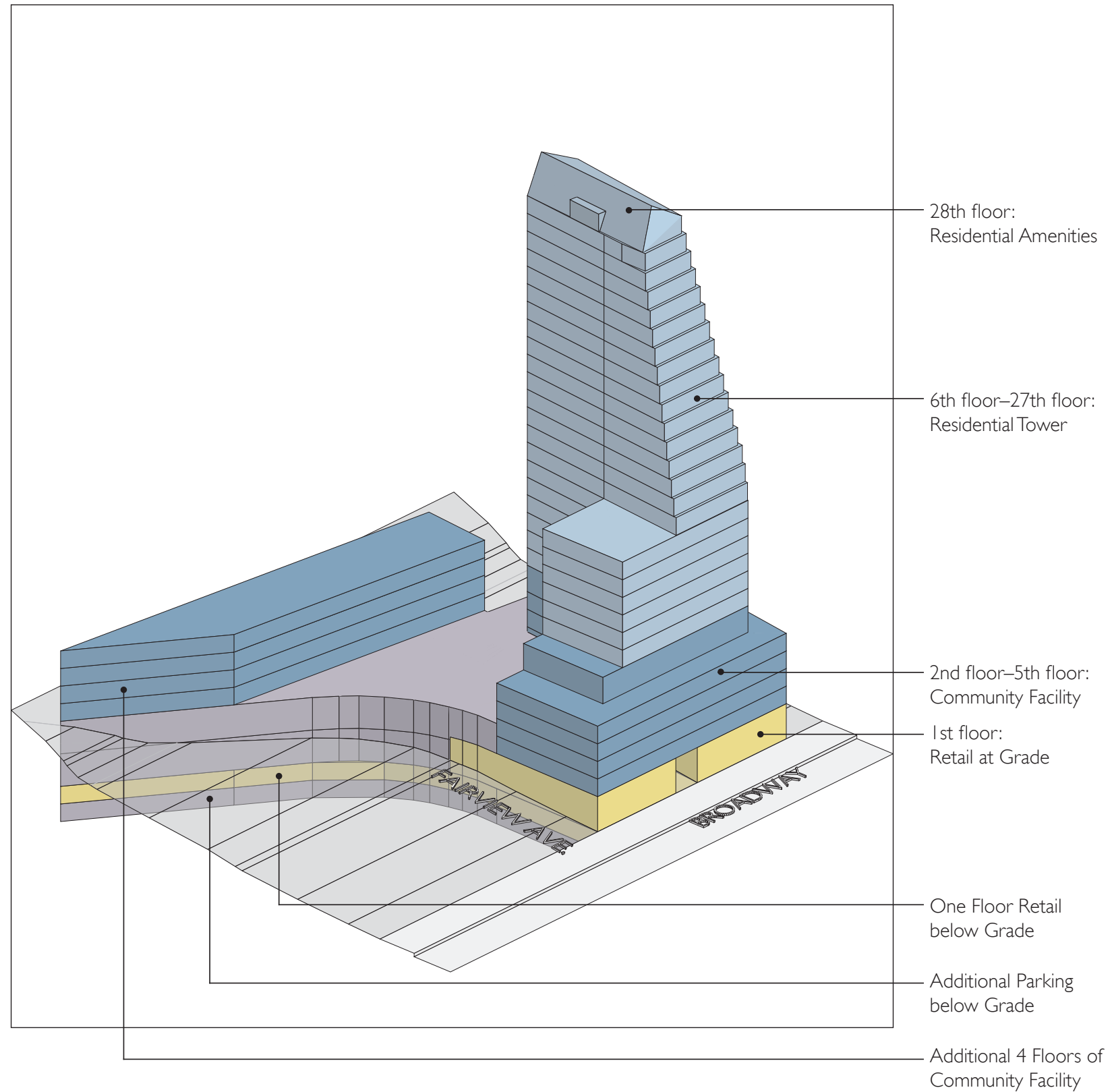


image: development planning & design inc.



6 PHASE I: EAST OF BROADWAY

AS-OF-RIGHT SCHEME: Usage Study

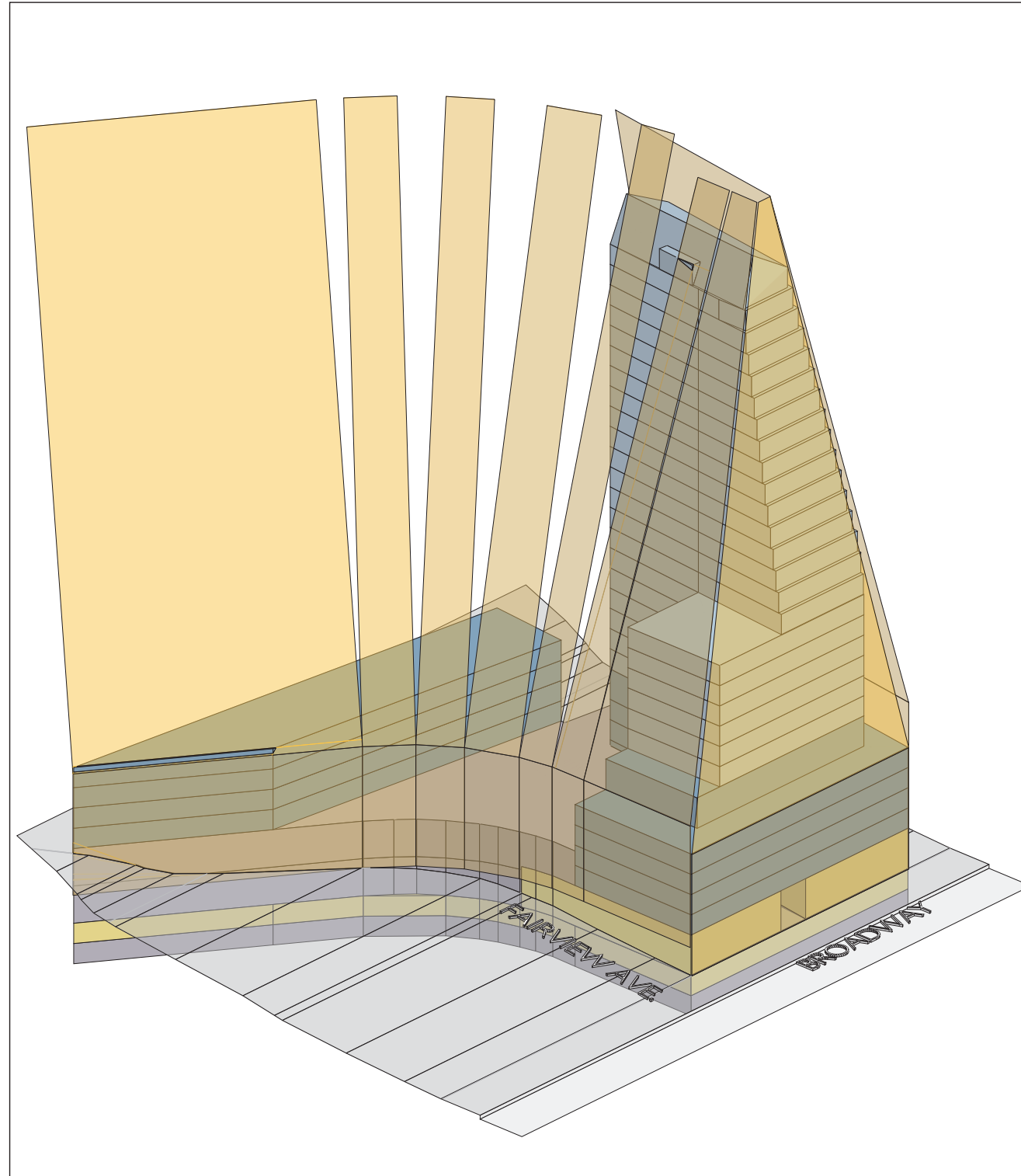




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PHASE I: EAST OF BROADWAY

AS-OF-RIGHT SCHEME: Zoning Envelope Study



6
PHASE I: EAST OF BROADWAY

NEW-STRATEGY SCHEME





7 PHASE 2: WEST OF BROADWAY

EXISTING CONDITIONS: Site Photograph



Phase 2 Site: West Of Broadway:

- The Existing Funeral Home Will Remain
- The Existing Car Garage Will Be Replaced With The New Development



7
PHASE 2: WEST OF BROADWAY

AS-OF-RIGHT SCHEME

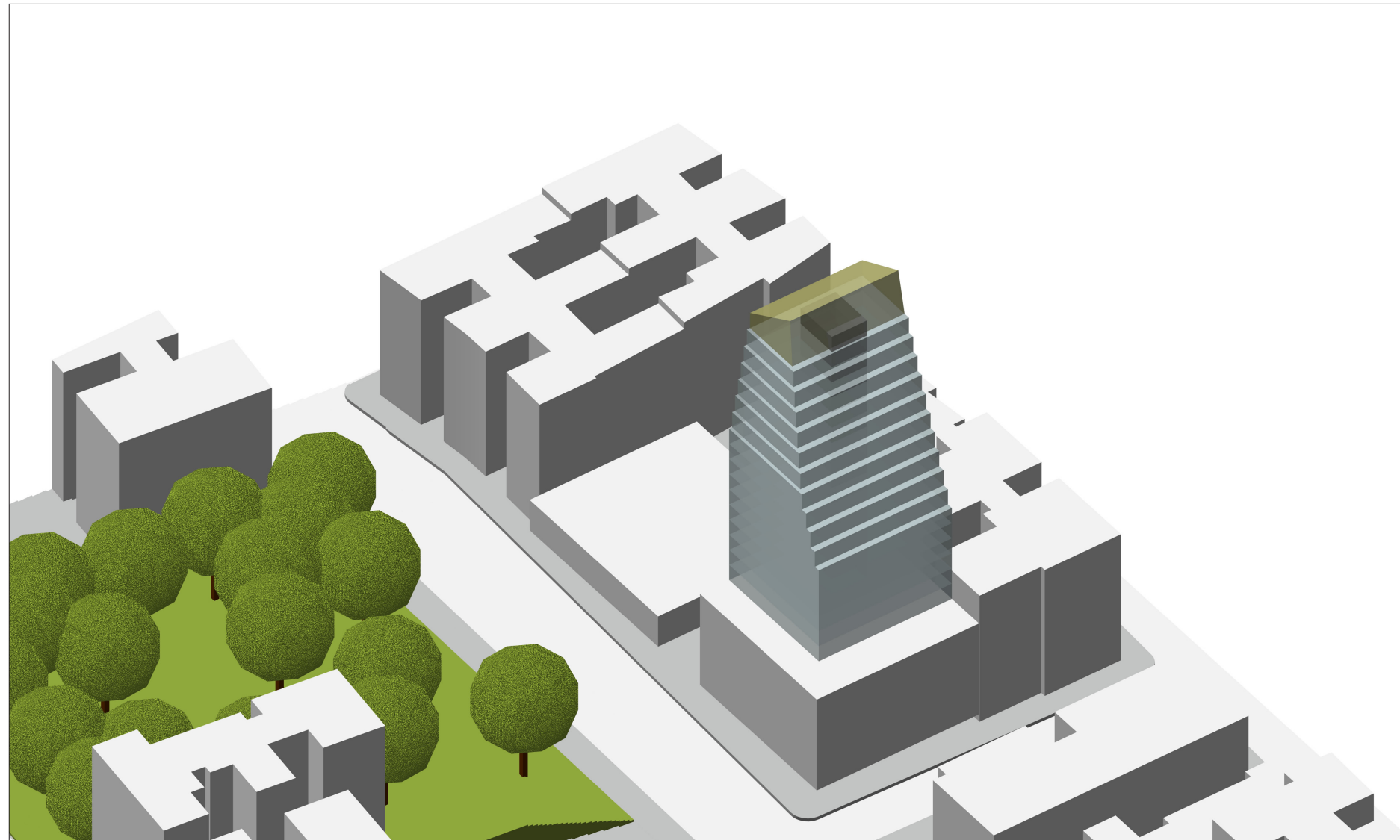
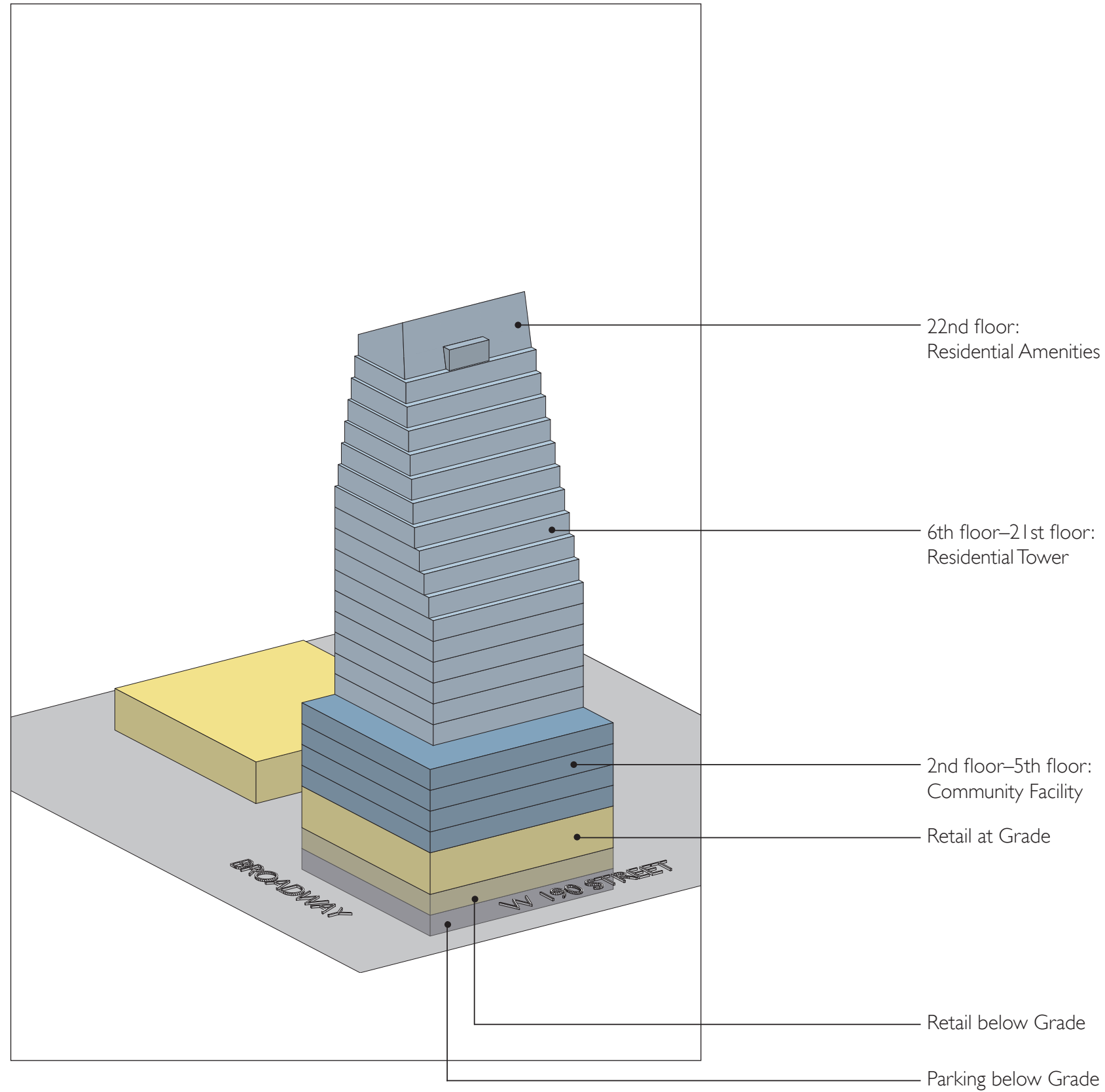


image: development planning & design inc.



7 PHASE 2: WEST OF BROADWAY

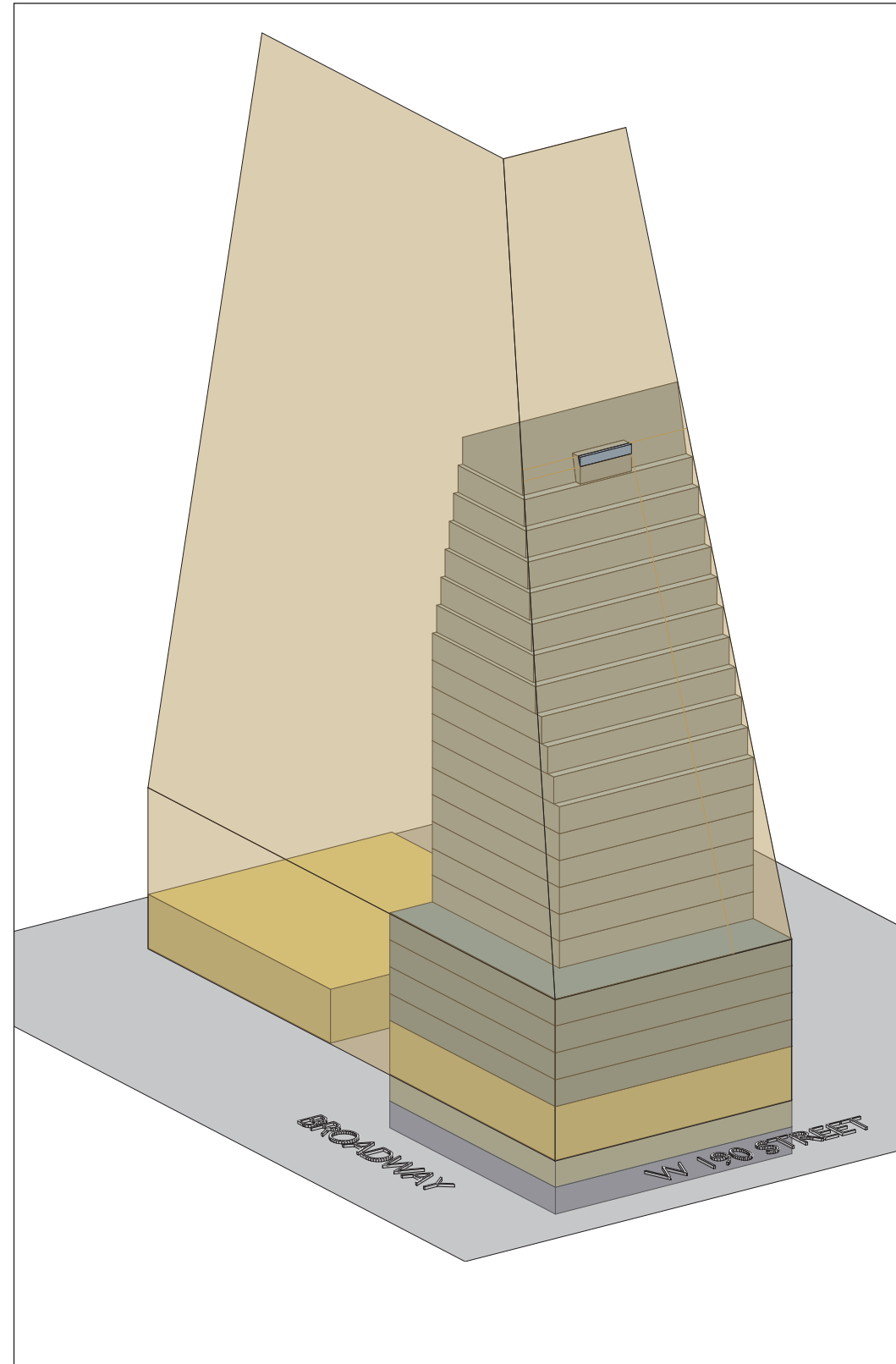
AS-OF-RIGHT SCHEME: Usage Study





7
PHASE 2: WEST OF BROADWAY

AS-OF-RIGHT SCHEME: Zoning Envelope Study





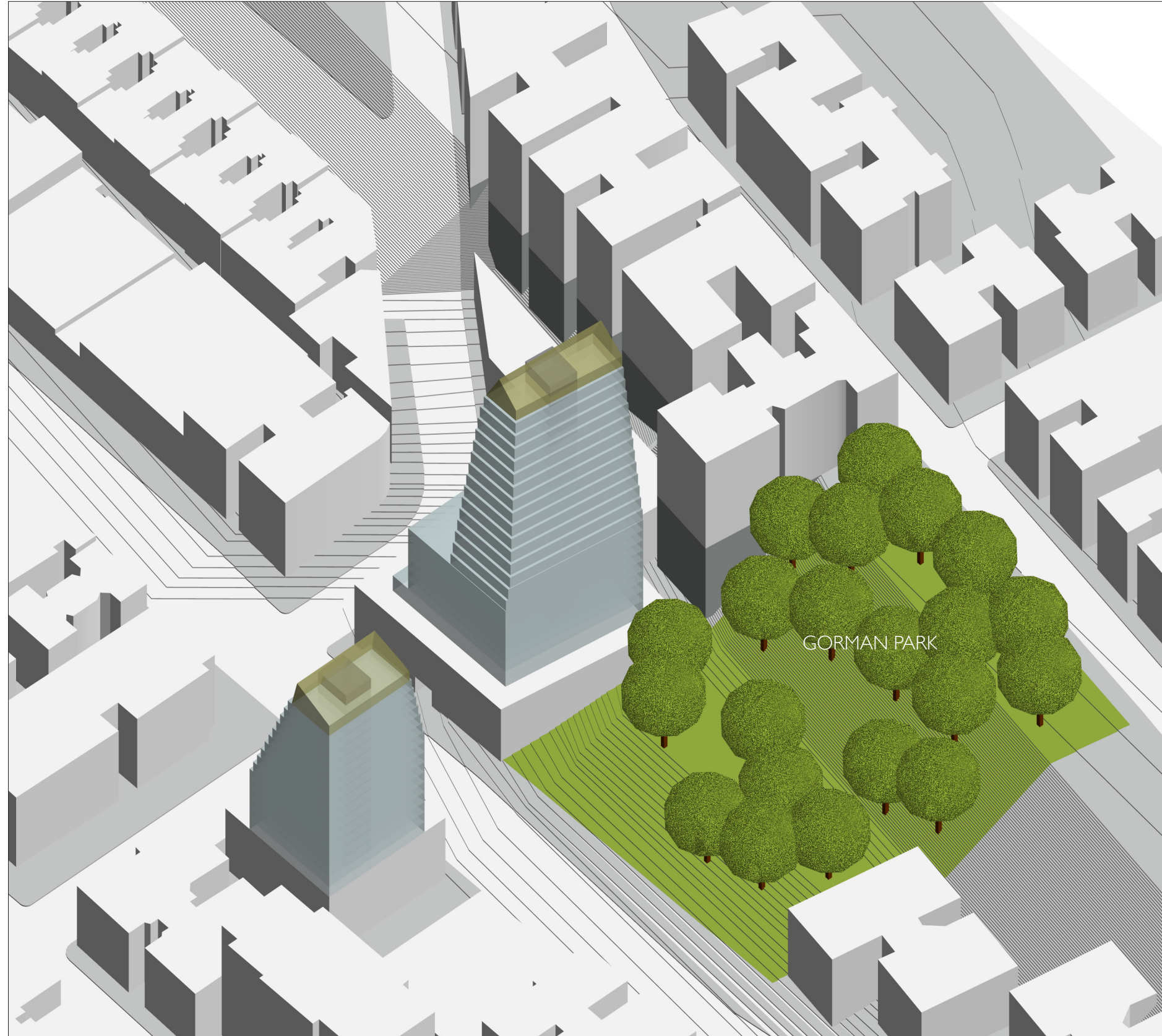
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PHASE 2: WEST OF BROADWAY

NEW-STRATEGY SCHEME



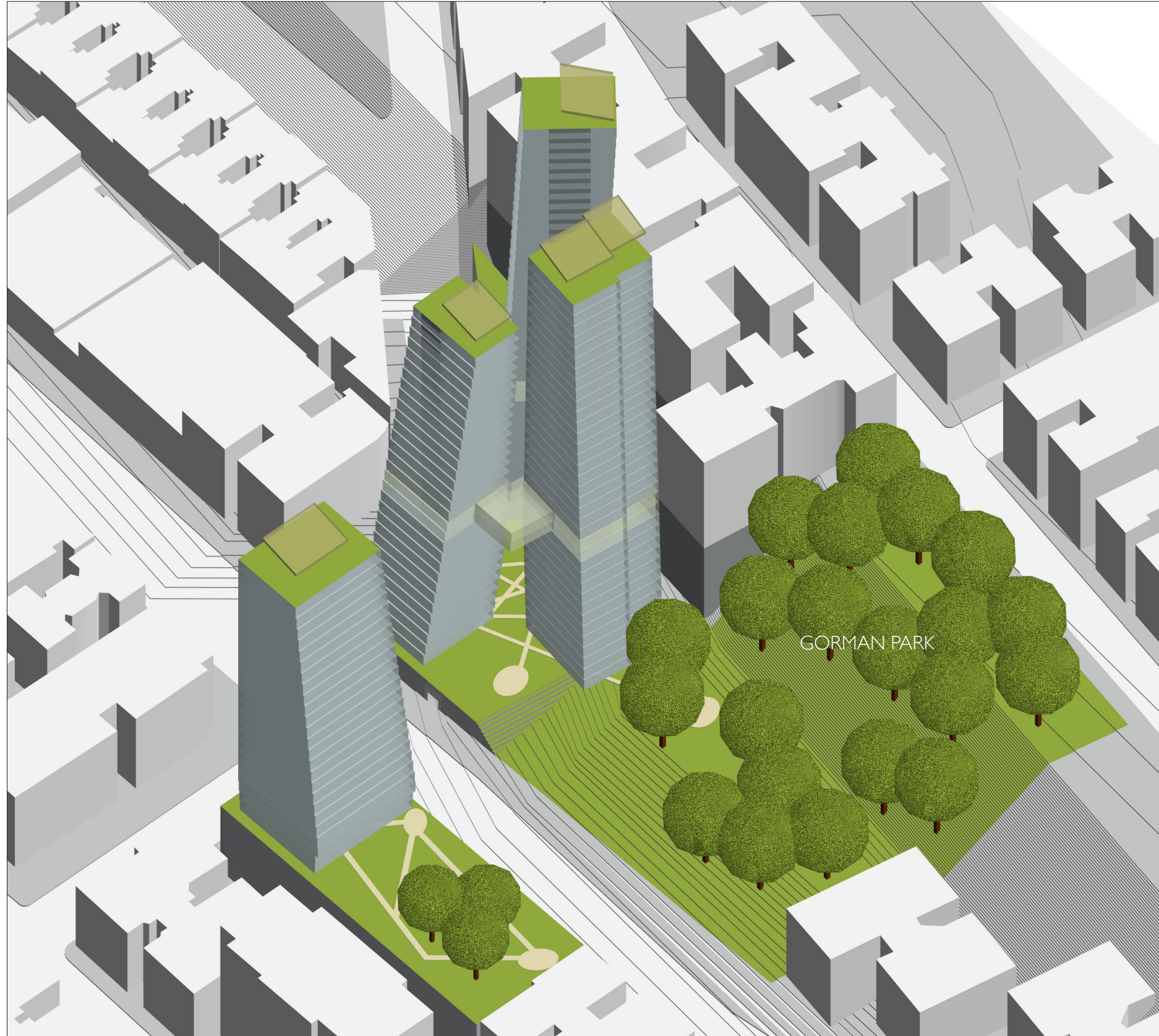
image by: development planning & design inc.

THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY
THE AS-OF-RIGHT SCHEME



THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY

THE NEW-STRATEGY SCHEME





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THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY

Height Comparison

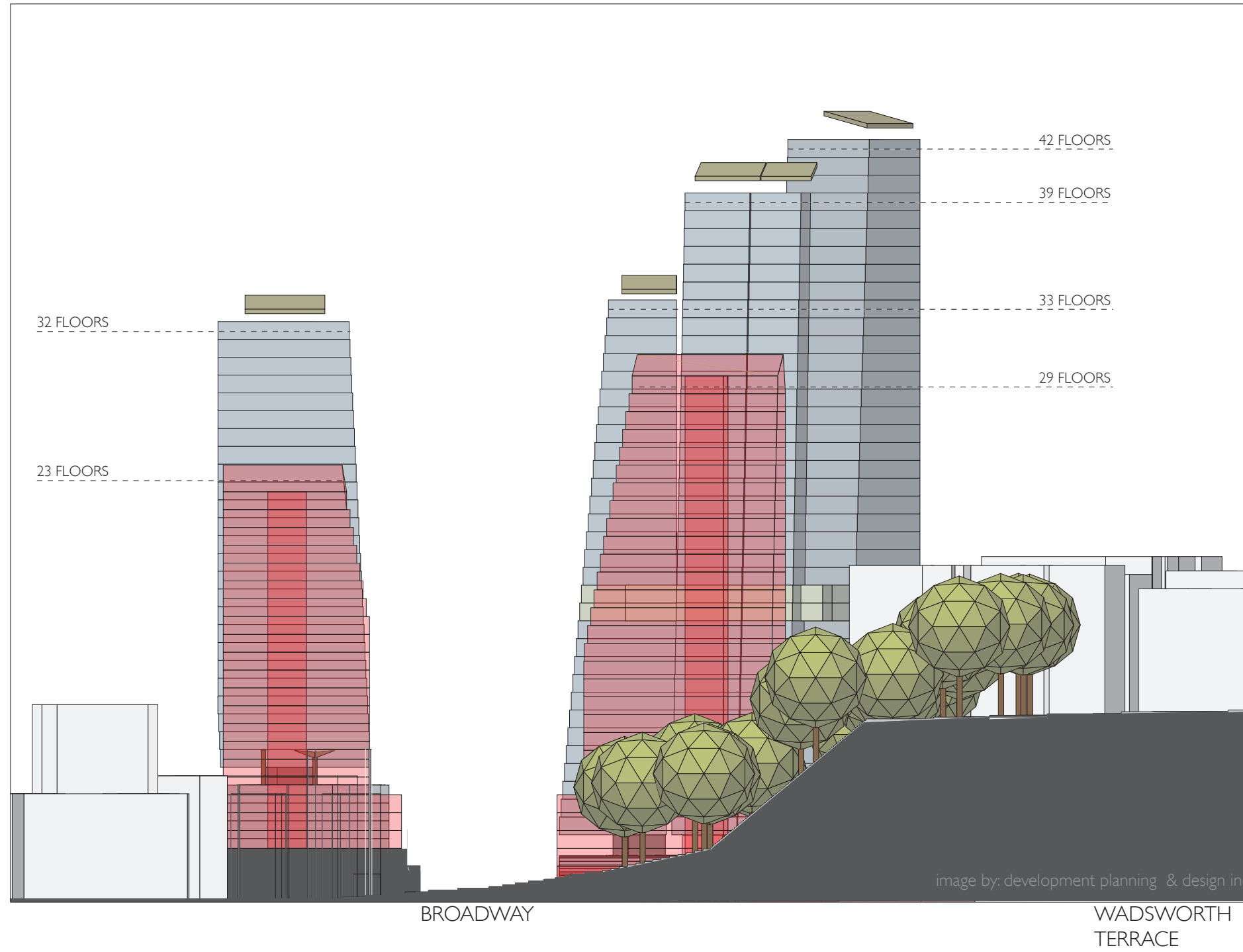


image by: development planning & design inc



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THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY

Height Comparison

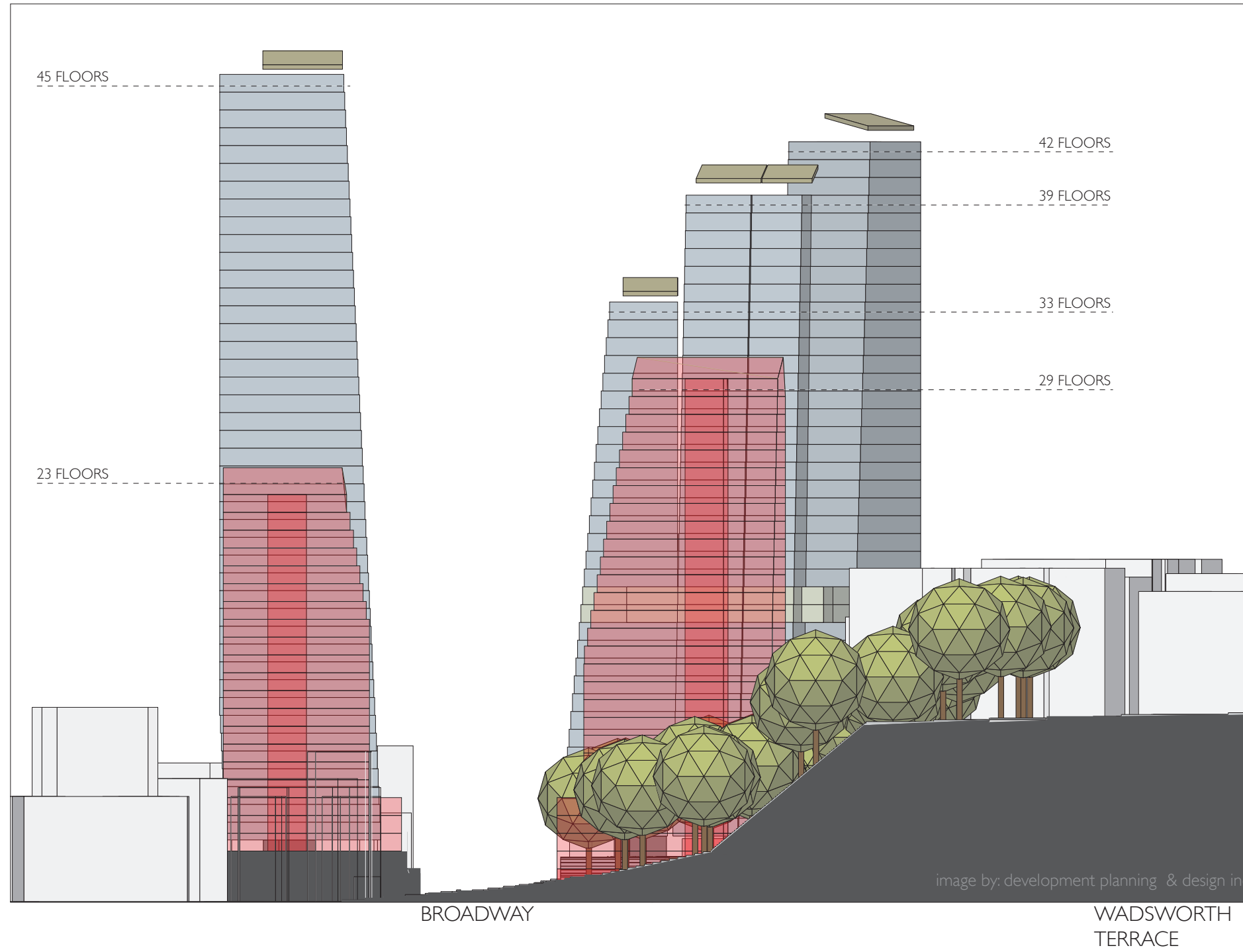
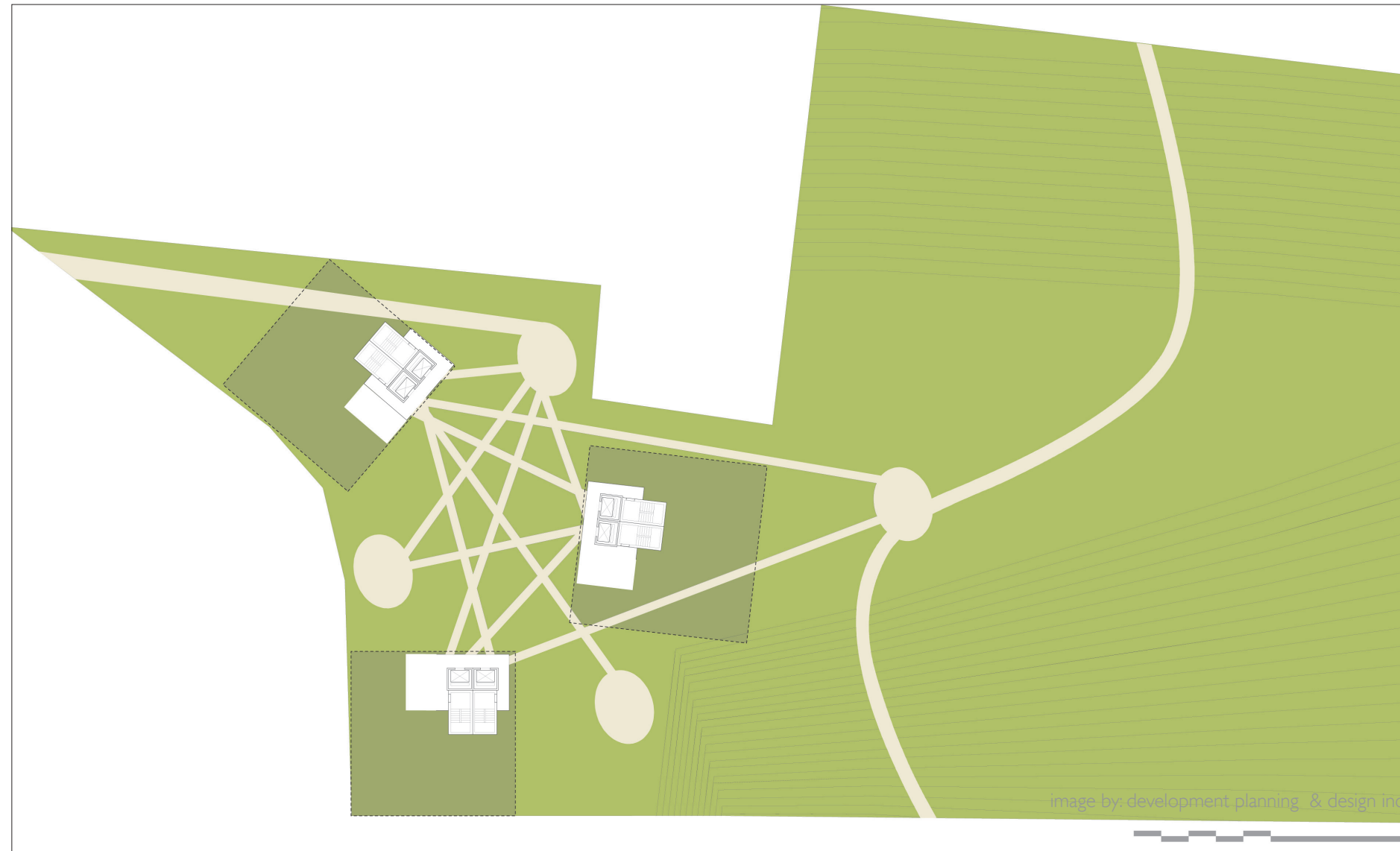


image by: development planning & design inc

THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY

NEW-STRATEGY SCHEME: A New Park + A Renovated Park

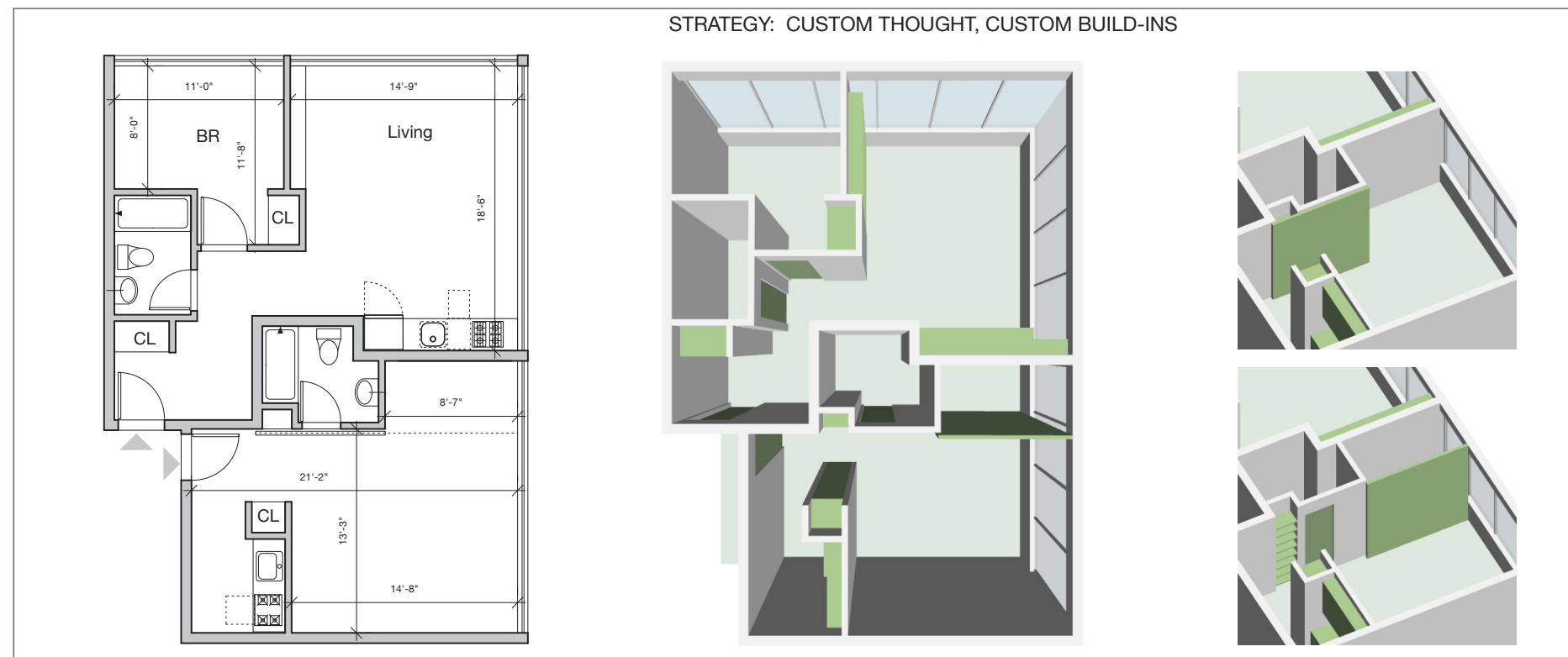
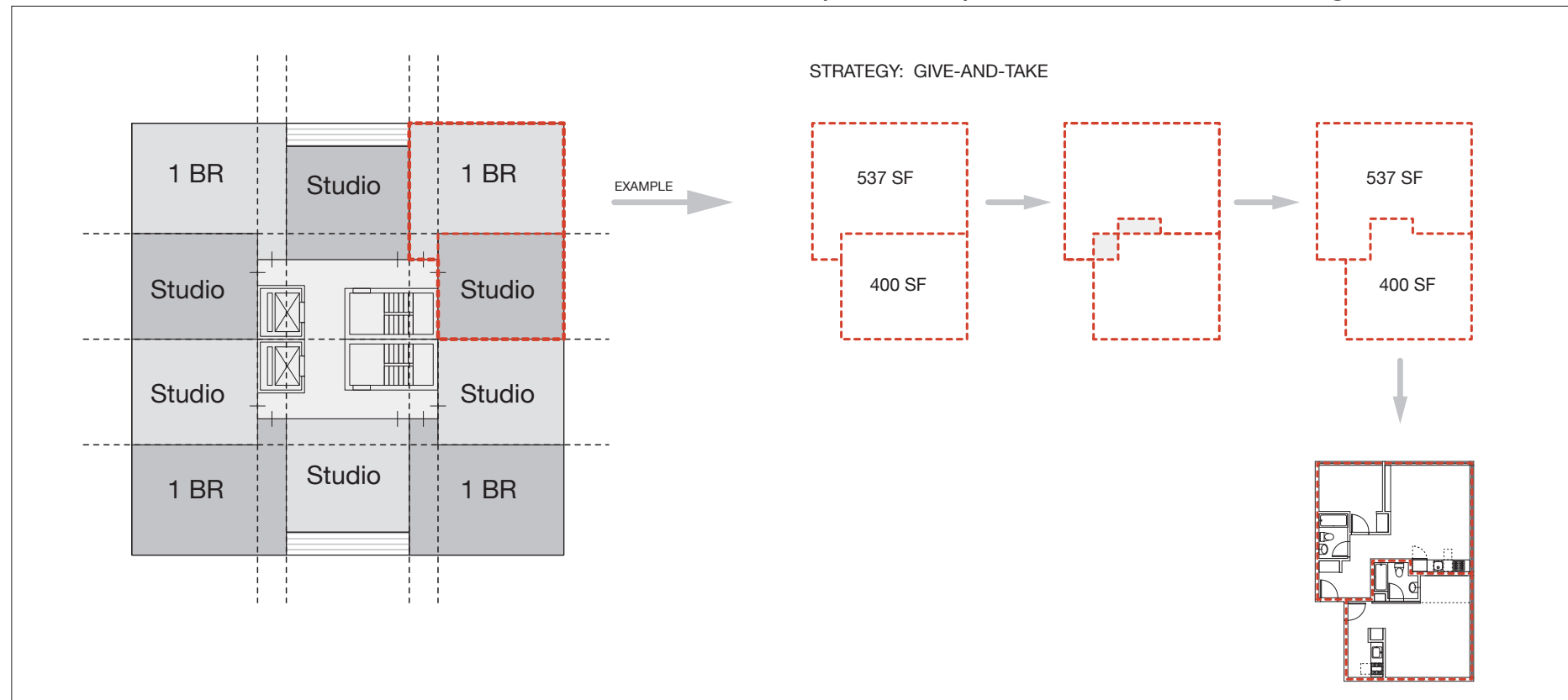




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THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY

NEW-STRATEGY SCHEME: Small Tower Footprints — Apartments With Views And Light





THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY

NEW-STRATEGY SCHEME: Retail At Grade And Below / Opportunity for An Urban Plaza And Pedestrian Connections



SITE PLAN AT GRADE

image by: development planning & design inc.



THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY

Repeat Of Comparison Chart From Page 5

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NEW-STRATEGY SCHEME WITH
STRONG COMMUNITY BOARD
INVOLVEMENT



THE COMPARISON: AS-OF-RIGHT VS NEW-STRATEGY

DENSITY: Twenty-First Century Scale Nodes

2011+: NORTHERN MANHATTAN: TWENTY-FIRST CENTURY SCALE NODES: THE BROADWAY CORRIDOR



- 1 Jewish Theological Seminary**
- 2 Riverside Church**
- 3 Columbia University Faculty Housing**
- 4 Riverside Park Community Housing**
- 5 New York Presbyterian Medical Ctr**
- 6 Hospital Housing Towers**
- 7 Bridge Towers**
- 8 Gorman Gateway Village**



SUMMARY: NEW-STRATEGY DEVELOPMENT PRINCIPLES

I FOCUS:

AN AFFORDABLE 21ST-CENTURY NEW YORK:

- o A new middle-class housing plan for New York that addresses both middle-class ownership and rental housing;
- o Coordinated development of housing with retail, neighborhood infrastructure including transit, community facilities and open space;
- o Residential and neighborhood development models for New York City, with a particular focus on middle- and working-class households and residential needs.

2 PUBLIC-PRIVATE COOPERATION:

TRI-SECTOR CROSS-ENGAGEMENT INCLUDES:

- o Private-sector entrepreneurship and skill;
- o Public-sector regulation;
- o Community interaction and engagement.

3 INNOVATIVE NEIGHBORHOOD PLANNING:

UTILIZING DENSITY TO RESPOND TO NYC'S NEXT WAVE OF GROWTH:

- o Reconsider appropriate density for 21st-century New York in specific antiquated commercial corridors and manufacturing sectors;
- o End public-sector subsidies through New-strategy density;
- o Development organized around New-strategy principles @ 2.75 x existing as-of-right FAR;
- o Establish a new 'portable' zoning district ("R-AF") category to yield middle-income residential development along designated corridors and sectors.

4 PRIVATE-SECTOR FINANCING:

MIDDLE-CLASS HOUSING BUILT WITH NO PUBLIC SUBSIDIES, BONDS OR GRANTS:

- o Private financing incentivized to build mixed-income residences and select community facilities, open space, and public infrastructure facilities;
- o Market-driven returns to investors to enable successive waves of public-dollar-free development;
- o Build without resort to public subsidies, public land acquisitions, eminent domain, private-land takings, public financing, public tax credit transactions, public bond offerings, or tax abatements.



MULTIPLE ROLES FOR COMMUNITY BOARD 12

Quadriad can accomplish all this only in **close cooperation with the Board**. We are mindful that the Board will have many reactions of its own--many desired changes and suggestions to make. The Board will find that we are good listeners and eager for engagement and cooperation.

Quadriad also proposes this as a model of how community board influence can integrate itself in significant community developments. This is not a token commitment to close cooperation. The Board will find, in the course of the planning and design of this proposal, that Quadriad will pay close attention to the Board's preferences, and attempt to incorporate as many as are technically and economically feasible into the project. We stand ready to be judged by this pledge as we move forward with the ULURP process for the New-strategy.

Quadriad has developed **an innovative financing structure that ensures that significant quantities of affordable housing can actually be built**, integrated into new multi-income and multi-use developments, and be complemented by new community facilities and infrastructure.



II
THE QUADRIAD TRYON CENTER DEVELOPMENT TEAM

developers

Quadriad Realty Partners

Hon. Herman **Badillo**, chair

Charles **Lauster**, chief operating officer

to be **announced**, chief construction officer

Henry **Wollman**, chief executive officer and president

development planning and urban design

Development Planning & Design Inc.

Evelyn **Kalka**

land-use counsel

Wachtell & Masyr

Jesse **Masyr**, Esq.

executive architects

RKTB

Carmi **Bee**, principal

architectural design

Stan **Allen** Architects

residential apartment standards and interior design

Anabelle **Selldorf** Associates

urban landscape design

Balmori Associates