IMPROVING HUDSON SQUARE
TRINITY CHURCH // A PROGRESSIVE EPISCOPAL CHURCH
ACROSS THE WORLD, AND PARTICULARLY IN NEW YORK CITY, TRINITY IS WORKING TO IMPROVE THE LIVES OF PEOPLE IN NEED

NYC COMMUNITIES WHERE TRINITY FOCUSES ITS SUPPORT FOR EDUCATIONAL AND JOB CREATION PROGRAMS

- South Bronx
- Harlem
- Lower East Side
- Bedford Stuyvesant
- Jamaica
- East New York
- Ocean Hill - Brownsville
TRINITY // COMMITTED TO PRESERVING AND PROTECTING TWO OF THE CITY’S MOST TREASURED LANDMARKS - TRINITY CHURCH AND ST. PAUL’S CHAPEL
ALL OF THE REVENUE FROM TRINITY’S PROPERTIES GOES TO SUPPORT TRINITY CHURCH AND ITS CHARITABLE MISSION

TRINITY PAYS FULL REAL ESTATE TAXES ON ITS HUDSON SQUARE PROPERTIES
HUDSON SQUARE // OUR HOME FOR OVER 300 YEARS, TRINITY IS COMMITTED TO A THRIVING CREATIVE NEIGHBORHOOD

TRINITY OWNS MORE THAN 40% OF THE PROPERTY IN HUDSON SQUARE (M1-6 DISTRICT)
AN EVOLVING NEIGHBORHOOD // FROM CHURCH FARM TO INDUSTRIAL CENTER, HUDSON SQUARE CHANGED AS THE CITY CHANGED

AS A NEIGHBORHOOD STEWARD, TRINITY THINKS IN TERMS OF DECADES & CENTURIES, NOT QUARTERLY PROFITS
AN EVOLVING NEIGHBORHOOD // TODAY HUDSON SQUARE IS HOME TO SOME OF THE CITY’S MOST CREATIVE COMPANIES

HUDSON SQUARE COMPANIES:

- MEDIA
- NOT-FOR-PROFITS
- ARCHITECTS
- GRAPHIC ARTISTS
- PUBLISHING
- TECHNOLOGY
CITY-WIDE, THE IT SECTOR SAW JOB GROWTH OF 28.7% BETWEEN 2007 AND 2012
MEDIA, IT, AND TECH COMPANIES GREW FROM A COMBINED FOOTPRINT OF 3.8 MILLION SQUARE FEET IN 2010 TO 6 MILLION SQUARE FEET IN 2011

TODAY, HUDSON SQUARE IS HOME TO 1,000 COMPANIES
AND OVER 35,000 JOBS

NYU-POLY INCUBATOR @ 137 VARICK STREET
TODAY
HUDSON SQUARE
FACES MANY CHALLENGES
TODAY // THE DISTRICT HAS AN OUTDATED MANUFACTURING ZONING

- ALLOWS ONLY MANUFACTURING & COMMERCIAL USES

- ENCOURAGES HIGH-RISE HOTEL DEVELOPMENT

- PROHIBITS RESIDENTIAL USE

- PROHIBITS MOST CULTURAL INSTITUTIONS

- PROHIBITS SCHOOLS

- NO DISTRICT HEIGHT LIMIT
AFTER WORK AND ON WEEKENDS, HUDSON SQUARE SHUTS DOWN
RETAIL // THE QUALITY AND TYPE OF RETAIL DOES NOT MATCH THE NEEDS OF A VIBRANT MIXED-USE COMMUNITY
RETAIL // CURRENT COMMUTER NEIGHBORHOOD DOES NOT SUPPORT ACTIVE STREET LIFE OR VIBRANT RETAIL

COMMUTER NEIGHBORHOOD (EXISTING)

FOOT TRAFFIC

TIME OF DAY

RESIDENTIAL NEIGHBORHOOD

FOOT TRAFFIC

TIME OF DAY
RETAIL // IMPROVED RETAIL CAN HELP FOSTER THE ACTIVE STREET LIFE NECESSARY FOR A CREATIVE 24/7 COMMUNITY
“Hudson Square has become a true creative neighborhood, but all that creativity is inside the office buildings. It needs to be reflected in the streets. We need the stores, cafes and cultural spaces where relationships are made and ideas are shared from early morning until late at night.”

-David Shanks, CEO Penguin Group (USA)

“Our employee base is relatively young. Encouraging more retail outlets, restaurants, and cafes would be extremely beneficial for them. Today, there’s few of these types of establishments available within walking distance of our office. Including more residential inventory would also spur demand for these services. Instead the sidewalks here roll up quite early. An improved look and feel and better quality of life in the neighborhood would be very attractive to our employees.”

-John Cucci, Executive Vice President and Chief Operating Officer Viacom Entertainment Group

“Hudson Square has great buildings and really good transportation for companies like mine. But my employees demand more. They want an active street life, places to shop at lunchtime and after work, as well as restaurants and bars where they can meet others and share ideas.”

-Bill Koenigsberg, CEO and Founder of Horizon Media
HOTELS // CURRENT ZONING ENCOURAGES MANY PROPERTY OWNERS TO TURN TO HOTEL DEVELOPMENT
TODAY // EXISTING BUILDING STOCK IS UNPROTECTED

THERE ARE CURRENTLY NO RESTRICTIONS ON DEMOLITION OR CONVERSION IN PLACE TO PROTECT HUDSON SQUARE’S STOCK OF EXISTING COMMERCIAL BUILDINGS WHICH ARE CRITICAL TO THE NEIGHBORHOOD’S GROWTH AS A CREATIVE AND TECH HUB
TODAY // NO HEIGHT LIMIT OR STREET-LEVEL USE REQUIREMENTS FOR NEW BUILDINGS
TODAY // THE EXISTING HUDSON SQUARE CONTEXT
TOMORROW // UNDER CURRENT ZONING
THIS IS WHAT FUTURE DEVELOPMENT COULD LOOK LIKE

SITE 3: 4 HUDSON SQUARE @ 567’
SITE 4: 559 GREENWICH STREET @ 492’
SITE 14: 68-74 CHARLTON STREET @ 400’
IMPROVING HUDSON SQUARE
GOALS

- INCREASE THE AREA’S SPECIAL APPEAL TO THE CREATIVE COMPANIES SO IMPORTANT TO THE CITY’S ECONOMIC FUTURE

- PROTECT NEIGHBORHOOD CHARACTER

- ENHANCE NEIGHBORHOOD VIBRANCY

- ATTRACT QUALITY NEIGHBORHOOD RETAIL
PROPOSED REZONING // HELP HUDSON SQUARE EVOLVE INTO A VIBRANT MIXED-USE NEIGHBORHOOD

REZONING WOULD:

- PROTECT HUDSON SQUARE’S LARGE COMMERCIAL BUILDINGS FROM DEMOLITION

- PRESERVE JOBS THROUGH RESTRICTIONS ON CONVERSIONS

- LIMIT HEIGHT AND BULK IN CONTEXT WITH NEIGHBORHOOD

- ALLOW LIMITED RESIDENTIAL

- INCENTIVIZE AFFORDABLE HOUSING

- PROVIDE A NEW 444-SEAT SCHOOL

- ALLOW CULTURAL INSTITUTIONS

- PROMOTE LOCAL RETAIL

- PROHIBIT NIGHTCLUBS EXCEPT BY SPECIAL PERMIT

- PROHIBIT HOTELS OVER 100 ROOMS EXCEPT BY SPECIAL PERMIT
REZONING WOULD:
- PROTECT HUDSON SQUARE’S LARGE COMMERCIAL BUILDINGS FROM DEMOLITION
- PRESERVE JOBS THROUGH RESTRICTIONS ON CONVERSIONS
- LIMIT HEIGHT AND BULK IN CONTEXT WITH NEIGHBORHOOD
- ALLOW LIMITED RESIDENTIAL
- INCENTIVIZE AFFORDABLE HOUSING
- PROVIDE A NEW 444-SEAT SCHOOL
- ALLOW CULTURAL INSTITUTIONS
- PROMOTE LOCAL RETAIL
- PROHIBIT NIGHTCLUBS EXCEPT BY SPECIAL PERMIT
- PROHIBIT HOTELS OVER 100 ROOMS EXCEPT BY SPECIAL PERMIT

PROPOSED REZONING // HELP HUDSON SQUARE EVOLVE INTO A VIBRANT MIXED-USE NEIGHBORHOOD
REZONING WOULD:

- Protect Hudson Square’s large commercial buildings from demolition
- Preserve jobs through restrictions on conversions
- Limit height and bulk in context with neighborhood
- Allow limited residential
- Incentivize affordable housing
- Provide a new 444-seat school
- Allow cultural institutions
- Promote local retail
- Prohibit nightclubs except by special permit
- Prohibit hotels over 100 rooms except by special permit

Proposed rezoning // Help Hudson Square evolve into a vibrant mixed-use neighborhood
PROPOSED REZONING // HELP HUDSON SQUARE EVOLVE INTO A VIBRANT MIXED-USE NEIGHBORHOOD

REZONING WOULD:

- PROTECT HUDSON SQUARE’S LARGE COMMERCIAL BUILDINGS FROM DEMOLITION

- PRESERVE JOBS THROUGH RESTRICTIONS ON CONVERSIONS

- LIMIT HEIGHT AND BULK IN CONTEXT WITH NEIGHBORHOOD

- ALLOW LIMITED RESIDENTIAL

- INCENTIVIZE AFFORDABLE HOUSING

- PROVIDE A NEW 444-SEAT SCHOOL

- ALLOW CULTURAL INSTITUTIONS

- PROMOTE LOCAL RETAIL

- PROHIBIT NIGHTCLUBS EXCEPT BY SPECIAL PERMIT

- PROHIBIT HOTELS OVER 100 ROOMS EXCEPT BY SPECIAL PERMIT
REZONING WOULD:

- PROTECT HUDSON SQUARE’S LARGE COMMERCIAL BUILDINGS FROM DEMOLITION
- PRESERVE JOBS THROUGH RESTRICTIONS ON CONVERSIONS
- LIMIT HEIGHT AND BULK IN CONTEXT WITH NEIGHBORHOOD
- ALLOW LIMITED RESIDENTIAL
- INCENTIVIZE AFFORDABLE HOUSING
- PROVIDE A NEW 444-SEAT SCHOOL
- ALLOW CULTURAL INSTITUTIONS
- PROMOTE LOCAL RETAIL
- PROHIBIT NIGHTCLUBS EXCEPT BY SPECIAL PERMIT
- PROHIBIT HOTELS OVER 100 ROOMS EXCEPT BY SPECIAL PERMIT
PROPOSED REZONING // HELP HUDSON SQUARE EVOLVE INTO A VIBRANT MIXED-USE NEIGHBORHOOD

REZONING WOULD:

- PROTECT HUDSON SQUARE’S LARGE COMMERCIAL BUILDINGS FROM DEMOLITION
- PRESERVE JOBS THROUGH RESTRICTIONS ON CONVERSIONS
- LIMIT HEIGHT AND BULK IN CONTEXT WITH NEIGHBORHOOD
- ALLOW LIMITED RESIDENTIAL
- INCENTIVIZE AFFORDABLE HOUSING
- PROVIDE A NEW 444-SEAT SCHOOL
- ALLOW CULTURAL INSTITUTIONS
- PROMOTE LOCAL RETAIL
- PROHIBIT NIGHTCLUBS EXCEPT BY SPECIAL PERMIT
- PROHIBIT HOTELS OVER 100 ROOMS EXCEPT BY SPECIAL PERMIT
PROPOSED REZONING // ALLOW LIMITED RESIDENTIAL DEVELOPMENT SO HUDSON SQUARE CAN EVOLVE INTO A THRIVING MIXED-USE NEIGHBORHOOD

RESIDENTIAL % OF TOTAL SF

- West Village: 67%
- SoHo: 44%
- Park Ave South: 38%
- Flatiron: 29%
- Hudson Square: 25%

CURRENT // AFTER
PROPOSED REZONING // PROTECT HUDSON SQUARE’S LARGE-SCALE BUILDINGS FOR COMMERCIAL USE

THERE ARE CURRENTLY NO EXISTING PROTECTIONS FOR HUDSON SQUARE’S LARGE SCALE BUILDINGS

WE PROPOSE:

BUILDINGS OVER 70,000 SQ FT COULD NOT BE CONVERTED OR DEMOLISHED WITHOUT 1:1 REPLACEMENT

THIS ADDS UP TO:

A POWERFUL ECONOMIC DISINCENTIVE TO CONVERSION OR DEMOLITION
STREETWALL REQUIREMENTS WILL BE STRENGTHENED

AFFORDABLE HOUSING BONUS WILL REPLACE BONUS FOR PLAZAS AND ARCADES
AVENUE OF THE AMERICAS, VARICK STREET, HUDSON STREET, AND GREENWICH STREET
PROPOSED REZONING // WIDE STREETS

THE PROPOSED TEXT INTRODUCES A HEIGHT LIMIT WHERE NONE EXISTS TODAY AND KEEPS BULK IN CONTEXT

HEIGHT:
- MAXIMUM 320’ ON WIDE STREETS
- MINIMUM BASE HEIGHT 125’
- MAXIMUM BASE HEIGHT 150’

BULK:
- NON-RESIDENTIAL: REMAINS AT 10.0 FAR (2.0 FAR PLAZA & ARCADE BONUSES ELIMINATED)
- RESIDENTIAL: 9.0 FAR (BONUSABLE TO 12.0 FAR THROUGH AFFORDABLE HOUSING PROGRAM)
- MIXED-USE: 9.0 FAR (MAY BE INCREASED UP TO 10.0 FAR AT A RATE OF 0.25 FAR FOR EACH 1 FAR NON-RESIDENTIAL USE)
PROPOSED REZONING // WIDE STREETS
THE PROPOSED TEXT INTRODUCES A HEIGHT LIMIT WHERE NONE EXISTS TODAY AND KEEPS BULK IN CONTEXT

HEIGHT:
- MAXIMUM 320’ ON WIDE STREETS
- MINIMUM BASE HEIGHT 125’
- MAXIMUM BASE HEIGHT 150’

BULK:
- NON-RESIDENTIAL: REMAINS AT 10.0 FAR (2.0 FAR PLAZA & ARCADE BONUSES ELIMINATED)
- RESIDENTIAL: 9.0 FAR (BONUSABLE TO 12.0 FAR THROUGH AFFORDABLE HOUSING PROGRAM)
- MIXED-USE: 9.0 FAR (MAY BE INCREASED UP TO 10.0 FAR AT A RATE OF 0.25 FAR FOR EACH 1 FAR NON-RESIDENTIAL USE)
PROPOSED REZONING // WIDE STREETS

THE PROPOSED TEXT INTRODUCES A HEIGHT LIMIT WHERE NONE EXISTS TODAY AND KEEPS BULK IN CONTEXT

HEIGHT:
- MAXIMUM 320’ ON WIDE STREETS
- MINIMUM BASE HEIGHT 125’
- MAXIMUM BASE HEIGHT 150’

BULK:
- NON-RESIDENTIAL: REMAINS AT 10.0 FAR (2.0 FAR PLAZA & ARCADE BONUSES ELIMINATED)
- RESIDENTIAL: 9.0 FAR (BONUSABLE TO 12.0 FAR THROUGH AFFORDABLE HOUSING PROGRAM)
- MIXED-USE: 9.0 FAR (MAY BE INCREASED UP TO 10.0 FAR AT A RATE OF 0.25 FAR FOR EACH 1 FAR NON-RESIDENTIAL USE)
**PROPOSED REZONING // BULK REGULATIONS // AFFORDABLE HOUSING FORMULA**

- **AFFORDABLE HOUSING BONUS**
  - 3 FAR
  - 2.75 FAR
  - 2.5 FAR
  - 2 FAR

- **Residential FARs**
  - 9.0 FAR
  - 8.25 FAR
  - 7.5 FAR
  - 6 FAR

- **Commercial FARs**
  - 9.0 FAR
  - 2 FAR
  - 4 FAR

- **Base FARs**
  - 9.25
  - 9.5
  - 10.0

- **Requirements**
  - Affordable housing equal to 20% of the residential floor area.
PROPOSED REZONING // WIDE STREETS
PROPOSED REZONING // NARROW STREETS

CHARLTON STREET

VANDAM STREET
PROPOSED REZONING // NARROW STREETS

THE PROPOSED TEXT INTRODUCES A HEIGHT LIMIT WHERE NONE EXISTS TODAY AND KEEPS BULK IN CONTEXT

HEIGHT:
- MAXIMUM 185’ ON NARROW STREETS
- MINIMUM BASE HEIGHT 60’
- MAXIMUM BASE HEIGHT 125’

BULK:
- NON-RESIDENTIAL: REMAINS AT 10.0 FAR (2.0 FAR PLAZA BONUS ELIMINATED)
- RESIDENTIAL: 9.0 FAR (BONUSABLE TO 12.0 FAR THROUGH AFFORDABLE HOUSING PROGRAM)
- MIXED-USE: 9.0 FAR (MAY BE INCREASED UP TO 10.0 FAR AT A RATE OF 0.25 FAR FOR EACH 1 FAR NON-RESIDENTIAL USE)
PROPOSED REZONING // NARROW STREETS
PROPOSED REZONING // VERTICAL ENLARGEMENTS
THE PROPOSED TEXT INTRODUCES A HEIGHT LIMIT
WHERE NONE EXISTS TODAY AND KEEPS BULK IN CONTEXT

EXCEPTION FROM STREETWALL REQUIREMENTS TO PROVIDE
ARCHITECTURAL FLEXIBILITY FOR ENLARGEMENT OF EXISTING
BUILDINGS:
- BUILDINGS LESS THAN 80’ IN HEIGHT:
  UP TO ONE STORY
- BUILDINGS 80’ IN HEIGHT OR MORE: UP
  TO MAXIMUM BUILDING HEIGHT

REQUIREMENT FOR EXCEPTION:
- MINIMUM SETBACK OF 10’ ON WIDE
  STREETS AND 15’ ON NARROW STREETS
PROPOSED REZONING // SUBDISTRICT A
PROPOSED REZONING // SUBDISTRICT A IS A UNIQUE SITE

INTERSECTION OF THREE WIDE STREETS

BORDERING THREE NEIGHBORHOODS

MULTIPLE SUBWAY STOPS

TRI-STATE THOROUGHFARE

IRREGULAR SHAPED LOT

ADJACENT TO PARKS

LARGE OPEN SPACE

SIGNIFICANT VIEWS
PROPOSED REZONING // SUBDISTRICT A

THE PROPOSED TEXT INTRODUCES A HEIGHT LIMIT WHERE NONE EXISTS TODAY AND KEEPS BULK IN CONTEXT

HEIGHT:
- MAXIMUM 430’ @ DUARTE SQUARE
- MINIMUM BASE HEIGHT 125’
- MAXIMUM BASE HEIGHT 150’

BULK:
- RESIDENTIAL: 9.0 FAR
- SCHOOL AT BASE
- DUARTE SQUARE PARK WILL BE RE-DESIGNED & BUILT WITH THE NEW BUILDING
TRINITY WILL PROVIDE A 444-SEAT PRE K-5 SCHOOL AT 2 HUDSON SQUARE, ADDRESSING THE NEEDS OF THE COMMUNITY AND NEW RESIDENTS
PROPOSED REZONING // SUBDISTRICT B

BROOME STREET @ VARICK STREET, LOOKING EAST
PROPOSED REZONING // SUBDISTRICT B
IN CERTAIN AREAS, THE PROPOSED TEXT REDUCES
HEIGHT AND BULK IN KEEPING WITH THE AREA CONTEXT

HEIGHT:
- MAXIMUM 120’ IN SUBDISTRICT B
- MINIMUM BASE HEIGHT 60’
- MAXIMUM BASE HEIGHT 85’

BULK:
- RESIDENTIAL: 5.4 FAR
  (BONUSABLE TO 7.2 FAR THROUGH AFFORDABLE HOUSING PROGRAM)
PROPOSED REZONING // SUBDISTRICT B
TRINITY IS COMMITTED TO LOCAL, NEIGHBORHOOD RETAIL, INCLUDING MUCH-NEEDED AMENITIES LIKE GROCERY STORES AND RESTAURANTS. HUDSON SQUARE WILL NOT BE ANOTHER CHAIN-STORE NEIGHBORHOOD, ‘BIG-BOX’ STORES LIKE WAL-MART WILL BE RESTRICTED.
IMPROVING HUDSON SQUARE // TRINITY WILL WORK WITH THE HUDSON SQUARE CONNECTION TO IMPROVE THE STREETSCAPE AND MAKE THE DISTRICT MORE ENVIRONMENTALLY SUSTAINABLE
IMPROVING HUDSON SQUARE // THE REZONING WILL HELP HUDSON SQUARE EVOLVE INTO A VIBRANT, MIXED-USE NEIGHBORHOOD, MEETING THE NEEDS OF THE COMMUNITY AS WELL AS TRINITY CHURCH AND ITS CHARITABLE MISSIONS

CURRENT ZONING

PROPOSED ZONING

COMMERCIAL, CULTURAL & RESIDENTIAL ENERGY WITHOUT LOSING HISTORIC CHARACTER
DEVELOPMENT OPTIONS // NO EXISTING HEIGHT LIMIT; 320’ HEIGHT LIMIT PROPOSED

CURRENT ZONING - NO HEIGHT LIMIT

PROPOSED REZONING - 320’ OF WIDE STREETS; 185’ ON NARROW STREETS
# PROPOSED REZONING // ALIGNED WITH COMMUNITY GOALS

<table>
<thead>
<tr>
<th>USE</th>
<th>CURRENT ZONING</th>
<th>PROPOSED REZONING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RESIDENTIAL</td>
<td>PROHIBITED</td>
</tr>
<tr>
<td></td>
<td>COMMERCIAL</td>
<td>ALLOWED</td>
</tr>
<tr>
<td></td>
<td>HOTEL</td>
<td>NO RESTRICTIONS</td>
</tr>
<tr>
<td></td>
<td>SCHOOL</td>
<td>NONE</td>
</tr>
<tr>
<td></td>
<td>CULTURAL</td>
<td>RESTRICTED</td>
</tr>
<tr>
<td></td>
<td>BIG BOX STORES</td>
<td>ALLOWED</td>
</tr>
<tr>
<td></td>
<td>NIGHTCLUBS</td>
<td>ONLY BY SPECIAL PERMIT</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEIGHT</th>
<th>WIDE STREETS</th>
<th>NO HEIGHT LIMIT</th>
<th>320 FEET</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NARROW STREETS</td>
<td>NO HEIGHT LIMIT</td>
<td>185 FEET</td>
</tr>
<tr>
<td></td>
<td>WATTS/BROOME STREETS</td>
<td>NO HEIGHT LIMIT</td>
<td>120 FEET</td>
</tr>
<tr>
<td></td>
<td>2 HUDSON SQUARE</td>
<td>NO HEIGHT LIMIT</td>
<td>430 FEET</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BULK</th>
<th>COMMERCIAL</th>
<th>10 FAR (+2 FAR PLAZA BONUS)</th>
<th>10 FAR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RESIDENTIAL</td>
<td>N/A</td>
<td>9 FAR (+3 FAR AFFORDABLE HOUSING BONUS)</td>
</tr>
</tbody>
</table>

| CONVERSION / DEMOLITION | NO DISINCENTIVES | PROHIBITS CONVERSION OF BUILDINGS > 70,000 SF OR DEMOLITION OF BUILDINGS > 70,000 SF WITHOUT 1:1 REPLACEMENT OF NON-RESIDENTIAL USES |

| RETAIL | NO SPECIAL REQUIREMENTS | ZONING LOTS WITH STREET FRONTAGE GREATER THAN 50 FEET ARE REQUIRED TO HAVE GROUND FLOOR RETAIL FOR AT LEAST 50% OF THE STREET FRONTAGE |