

IMPROVING HUDSON SQUARE

TRINITY CHURCH // A PROGRESSIVE EPISCOPAL CHURCH



TRINITY // **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**

TRINITY // COMMITTED TO PRESERVING AND PROTECTING TWO OF THE CITY'S MOST TREASURED LANDMARKS - TRINITY CHURCH AND ST. PAUL'S CHAPEL



TRINITY // TRINITY REAL ESTATE IS TRINITY'S NON-PROFIT REAL ESTATE DIVISION



**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



AN EVOLVING ECONOMIC ENGINE // TECH AND CREATIVE INDUSTRIES ARE RESPONSIBLE FOR MUCH OF THE RECENT ECONOMIC GROWTH IN NEW YORK CITY

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TODAY // THE DISTRICT HAS AN OUTDATED MANUFACTURING ZONING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**

TODAY // HUDSON SQUARE LACKS STREET VITALITY

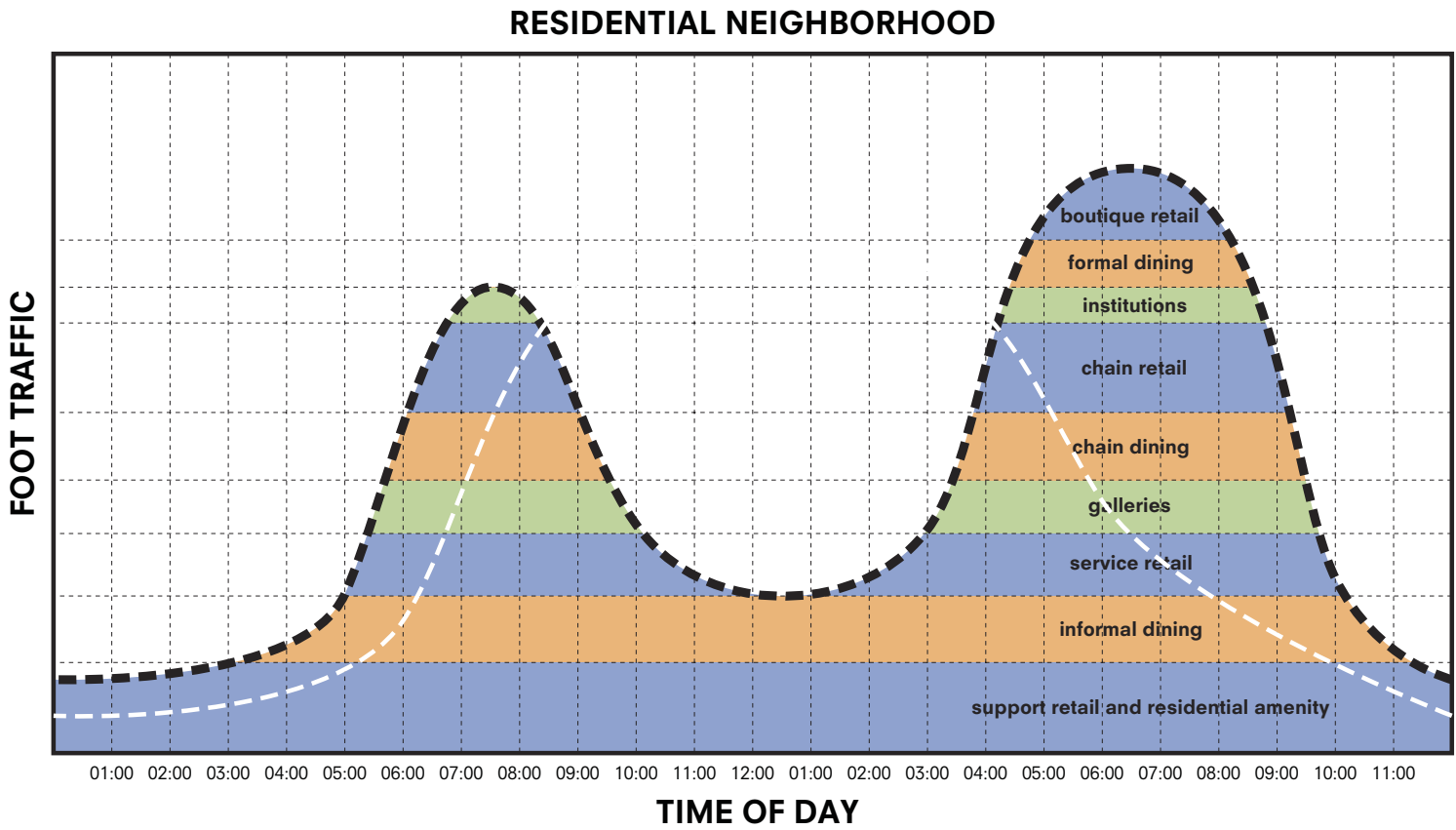
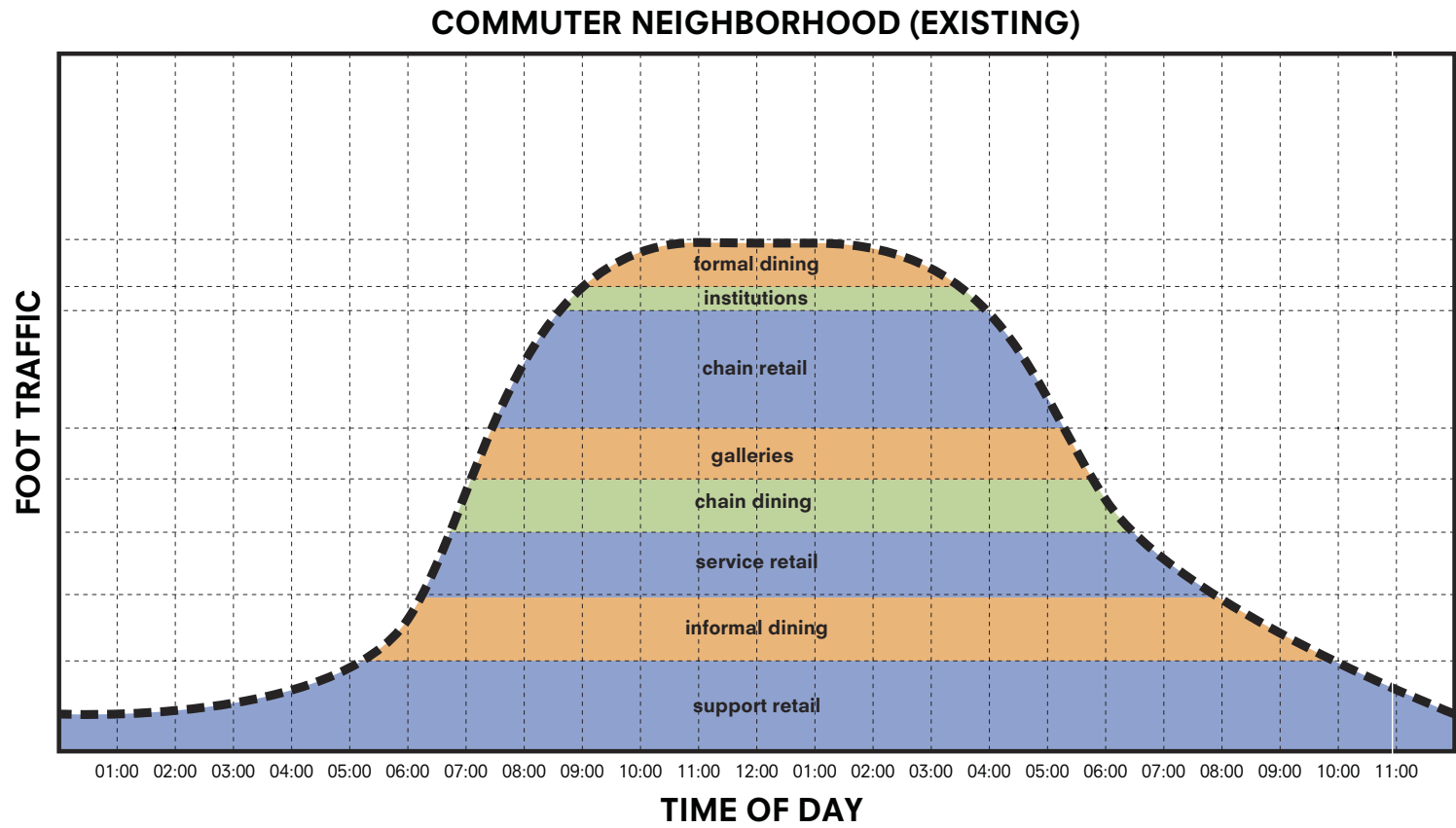
**AFTER WORK AND ON WEEKENDS,
HUDSON SQUARE SHUTS DOWN**



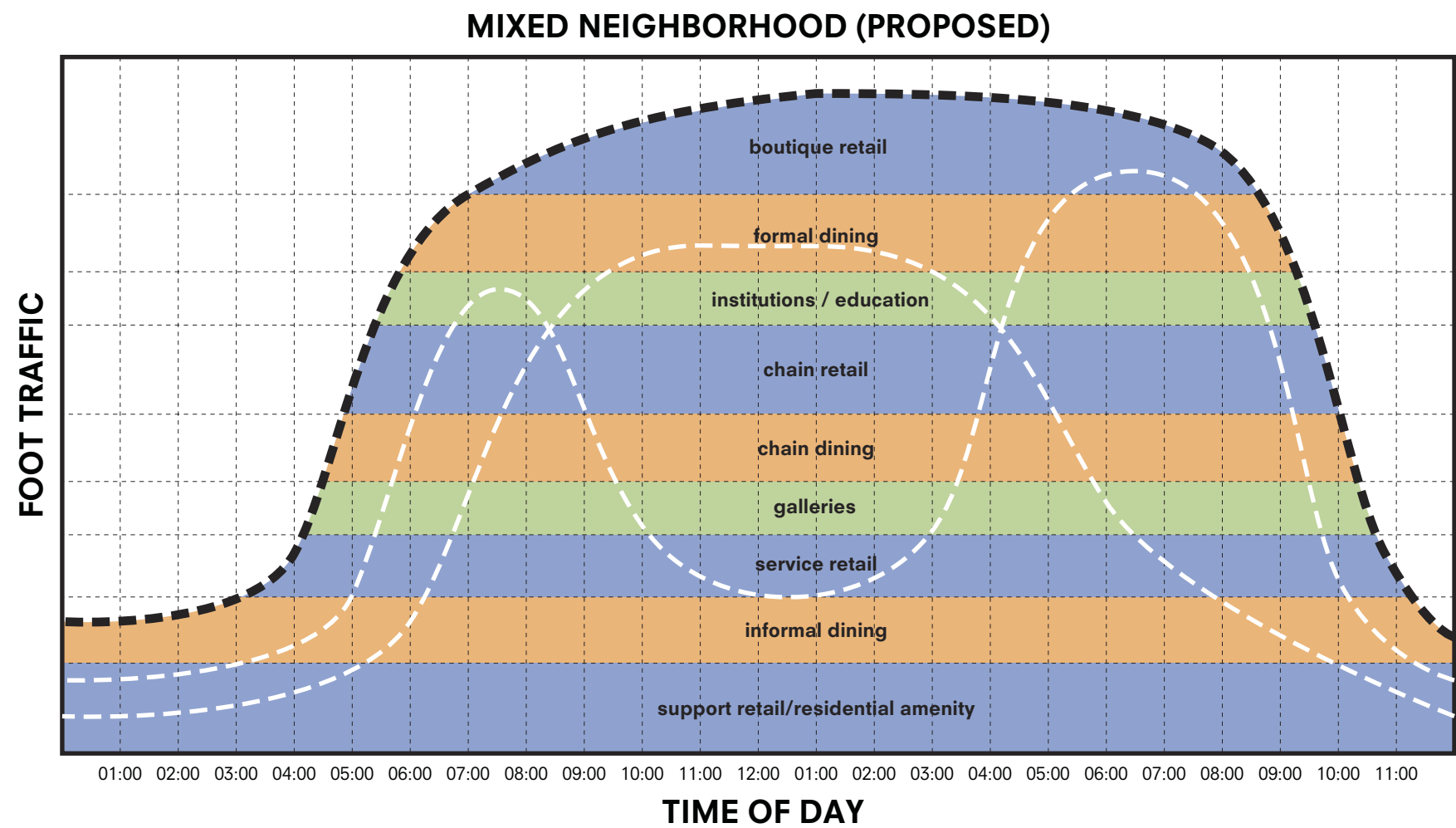
RETAIL // THE QUALITY AND TYPE OF RETAIL DOES NOT MATCH THE NEEDS OF A VIBRANT MIXED-USE COMMUNITY



RETAIL // CURRENT COMMUTER NEIGHBORHOOD DOES NOT SUPPORT ACTIVE STREET LIFE OR VIBRANT RETAIL



RETAIL // IMPROVED RETAIL CAN HELP FOSTER THE ACTIVE STREET LIFE NECESSARY FOR A CREATIVE 24/7 COMMUNITY



AN EVOLVING NEIGHBORHOOD // CREATIVE AND TECH COMPANIES LIKE BEING IN HUDSON SQUARE, BUT HAVE NEEDS WHICH ARE CURRENTLY NOT BEING ADDRESSED

“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

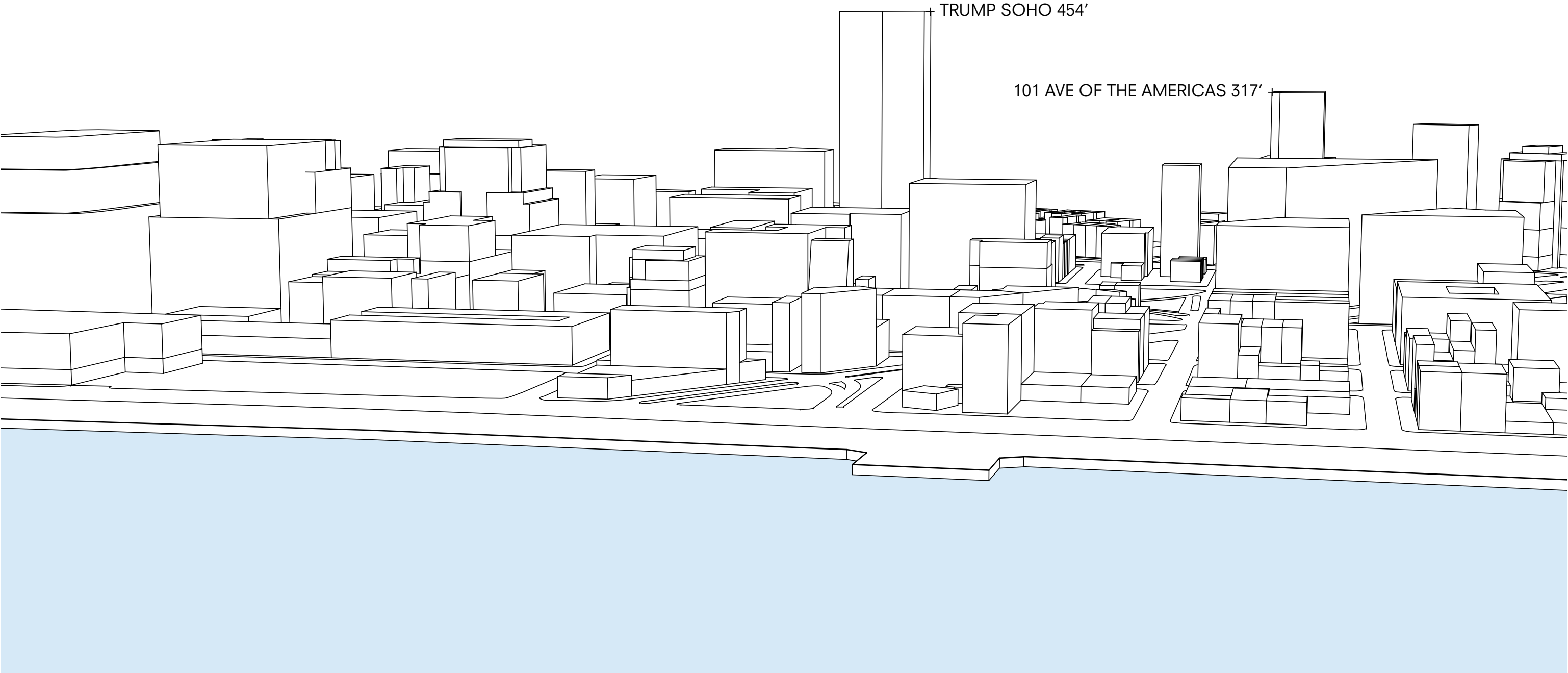


THERE ARE CURRENTLY NO RESTRICTIONS ON DEMOLITION OR CONVERSION IN PLACE TO PROTECT HUDSON SQUARE'S STOCK OF EXISTING COMMERCIAL BUILDINGS WHICH ARE CRITICAL TO THE NEIGHBORHOOD'S GROWTH AS A CREATIVE AND TECH HUB

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

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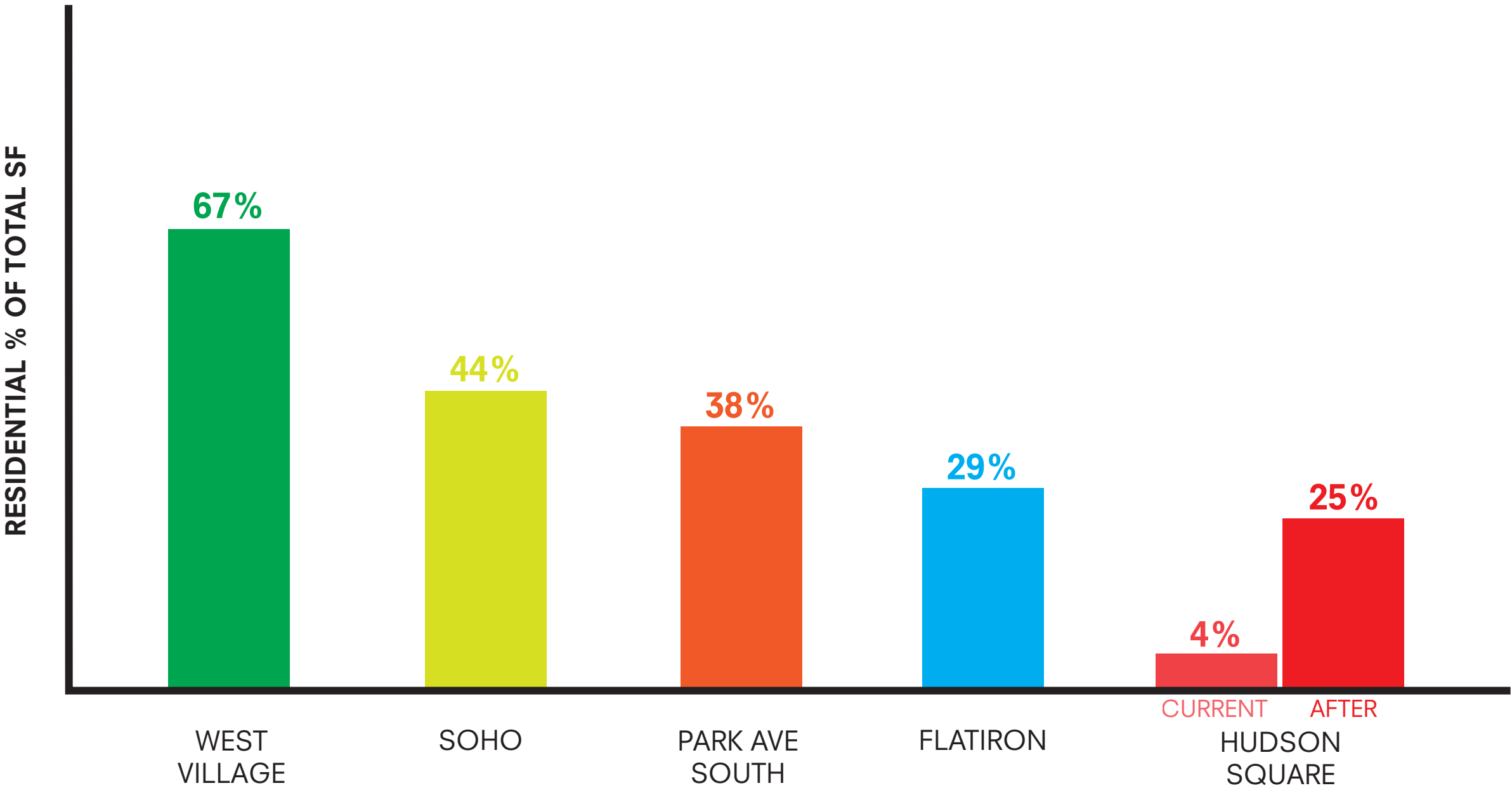
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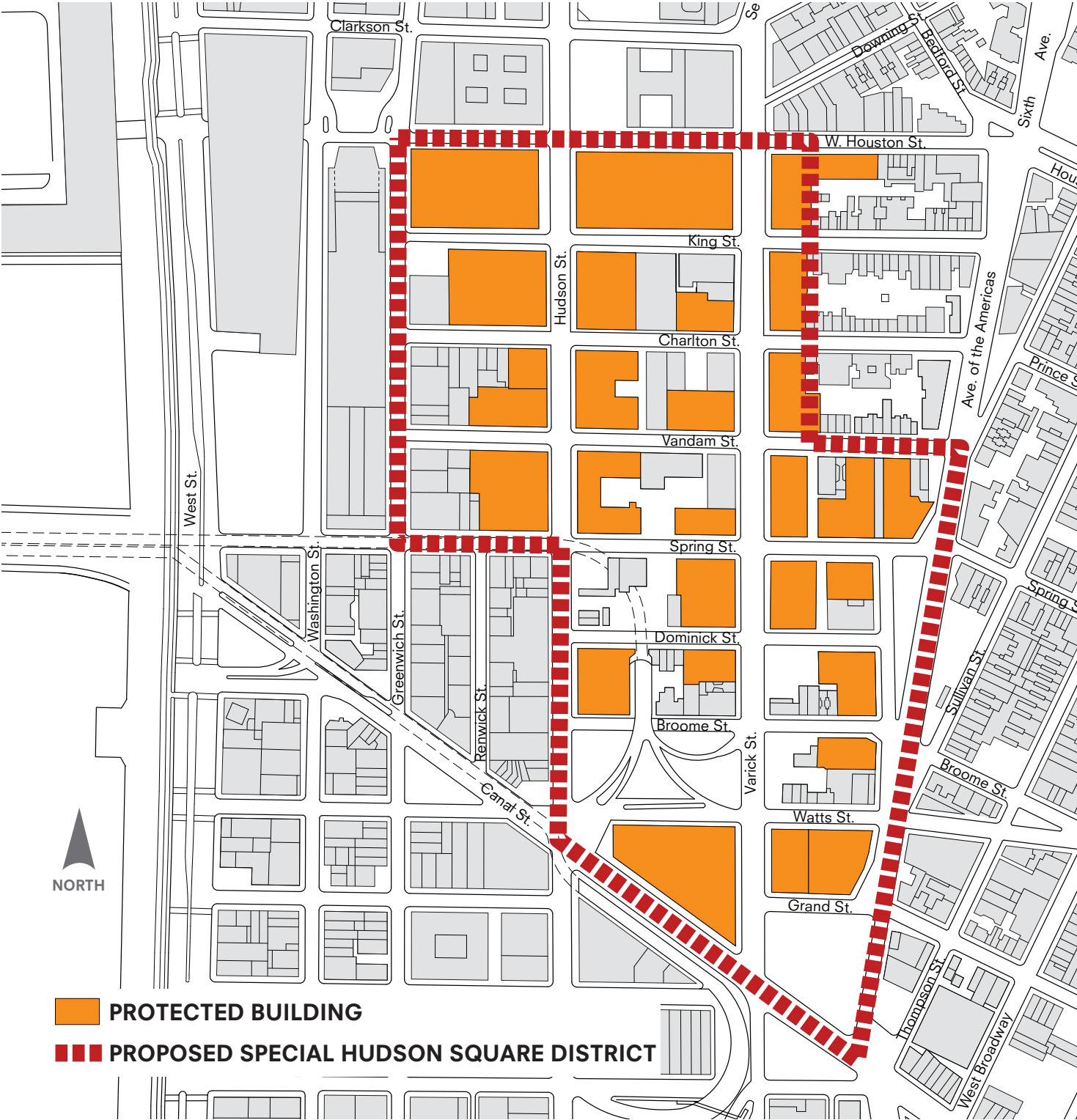
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PROPOSED REZONING // ALLOW LIMITED RESIDENTIAL DEVELOPMENT SO HUDSON SQUARE CAN EVOLVE INTO A THRIVING MIXED-USE NEIGHBORHOOD



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

PROPOSED REZONING // PRESERVE NEIGHBORHOOD CHARACTER



**STREETWALL REQUIREMENTS
WILL BE STRENGTHENED**

**AFFORDABLE HOUSING BONUS WILL
REPLACE BONUS FOR
PLAZAS AND ARCADES**

PROPOSED REZONING // WIDE STREETS



VARICK STREET

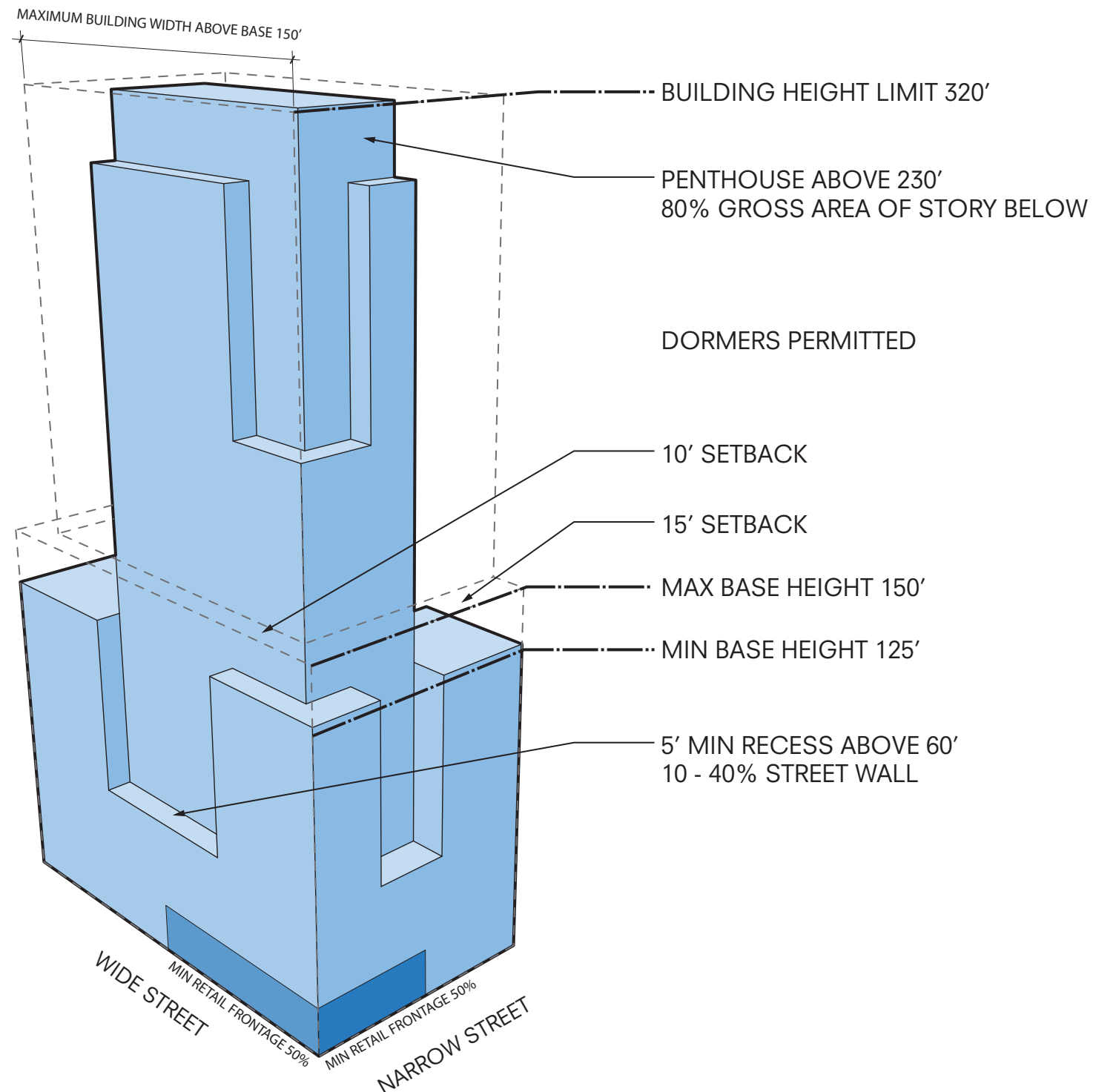


HUDSON STREET

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:

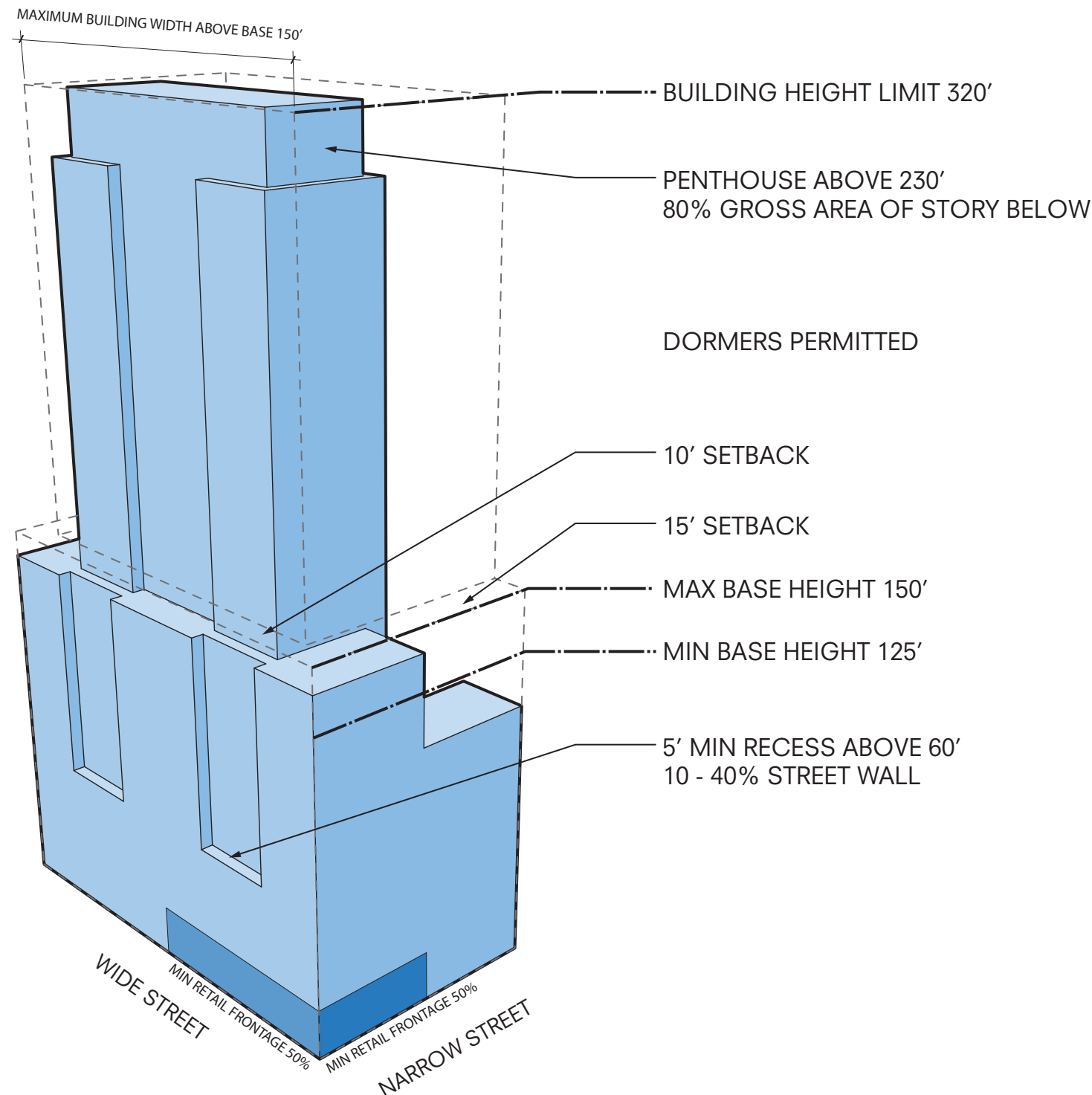
- **MAXIMUM 320' ON WIDE STREETS**
- **MINIMUM BASE HEIGHT 125'**
- **MAXIMUM BASE HEIGHT 150'**

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

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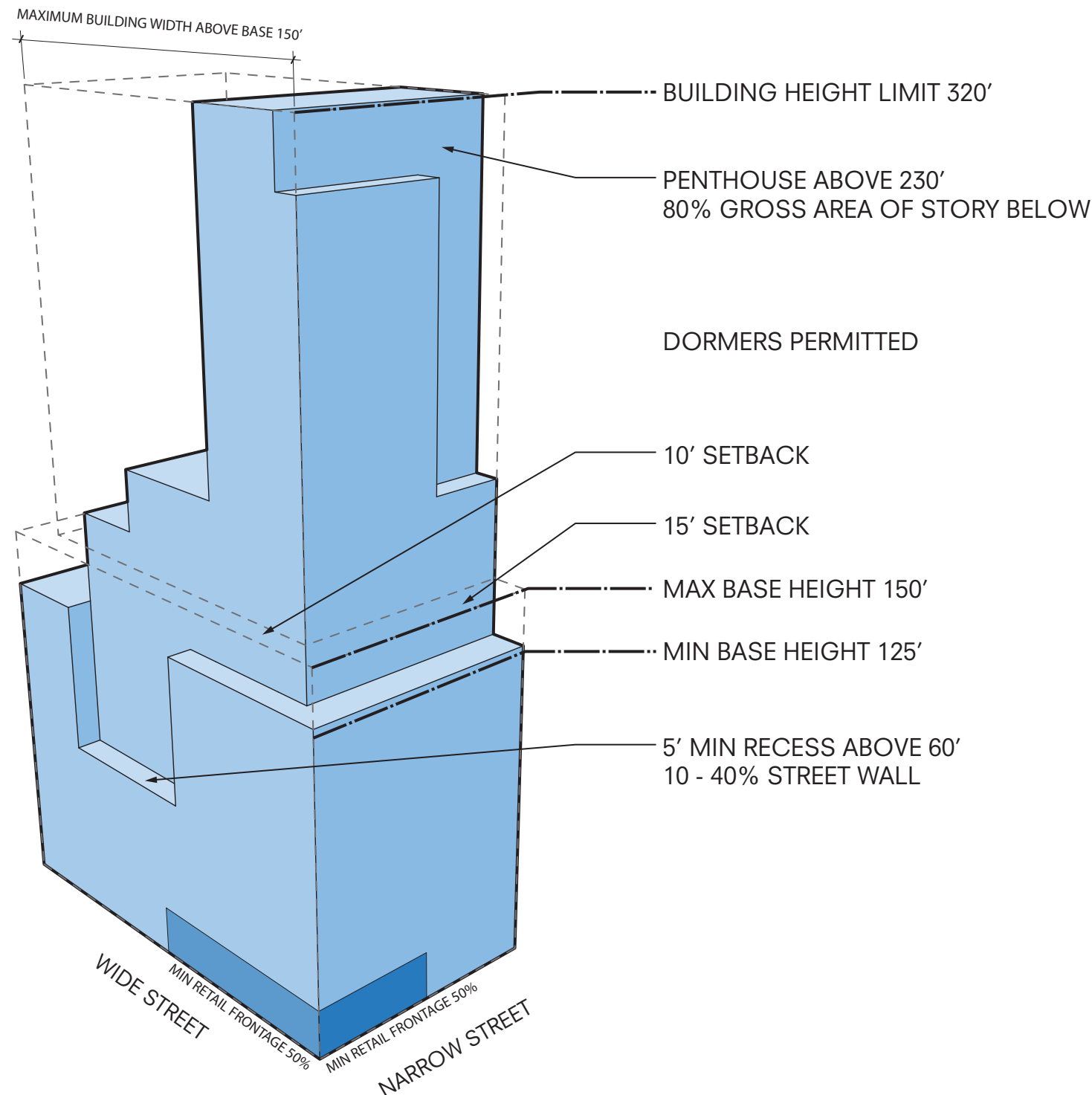
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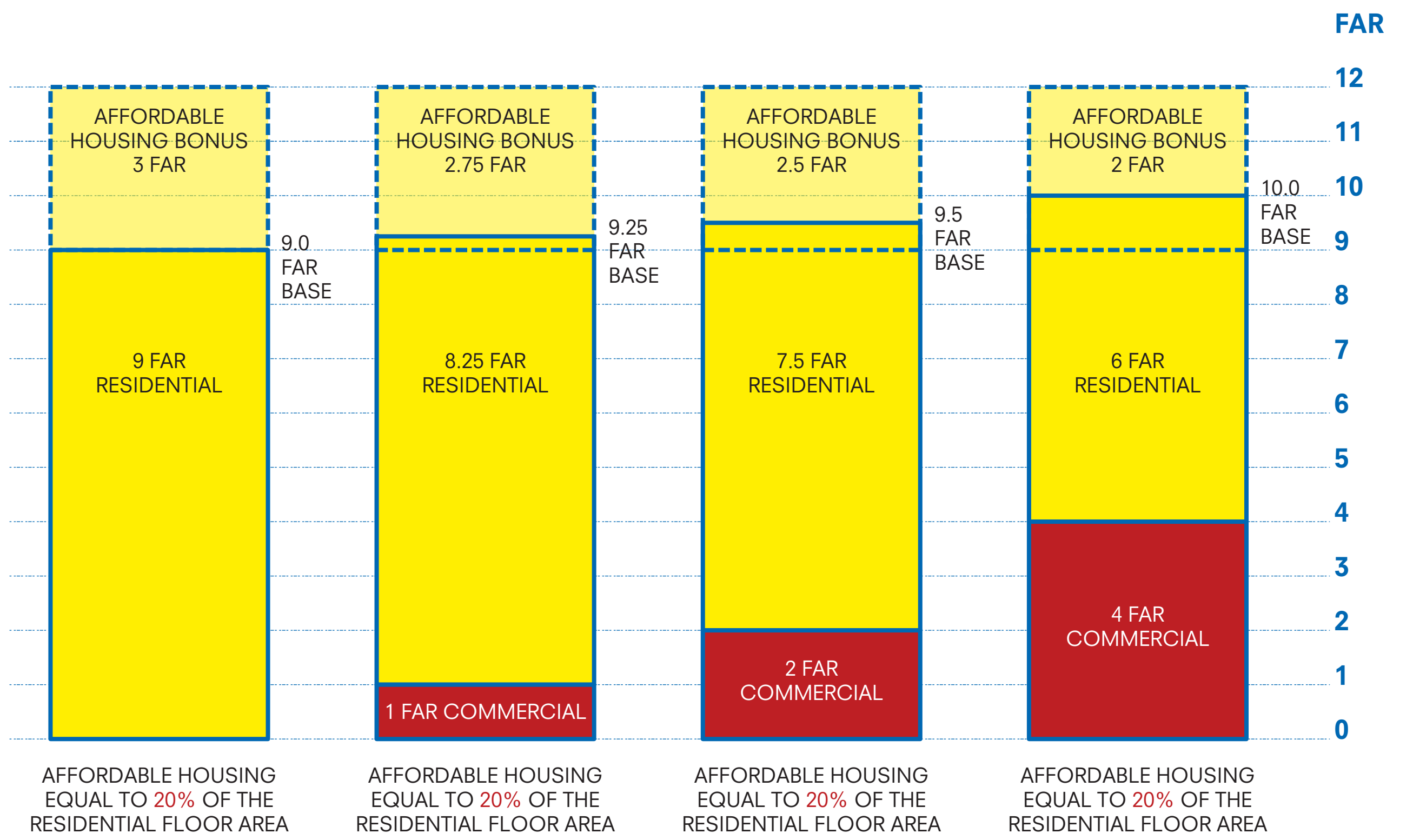
HEIGHT:

- **MAXIMUM 320' ON WIDE STREETS**
- **MINIMUM BASE HEIGHT 125'**
- **MAXIMUM BASE HEIGHT 150'**

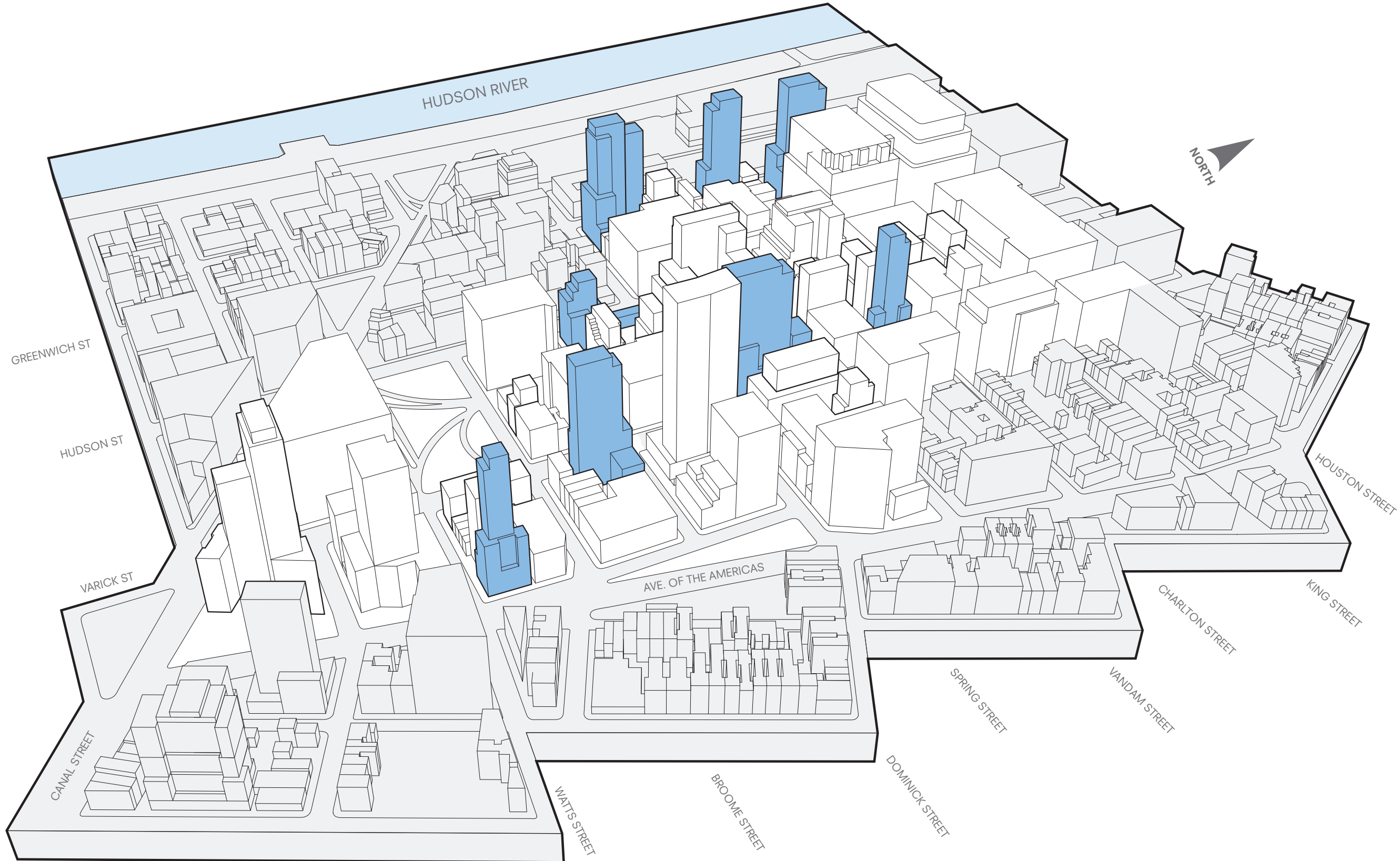
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PROPOSED REZONING // BULK REGULATIONS // AFFORDABLE HOUSING FORMULA



PROPOSED REZONING // WIDE STREETS



PROPOSED REZONING // **NARROW STREETS**



CHARLTON STREET



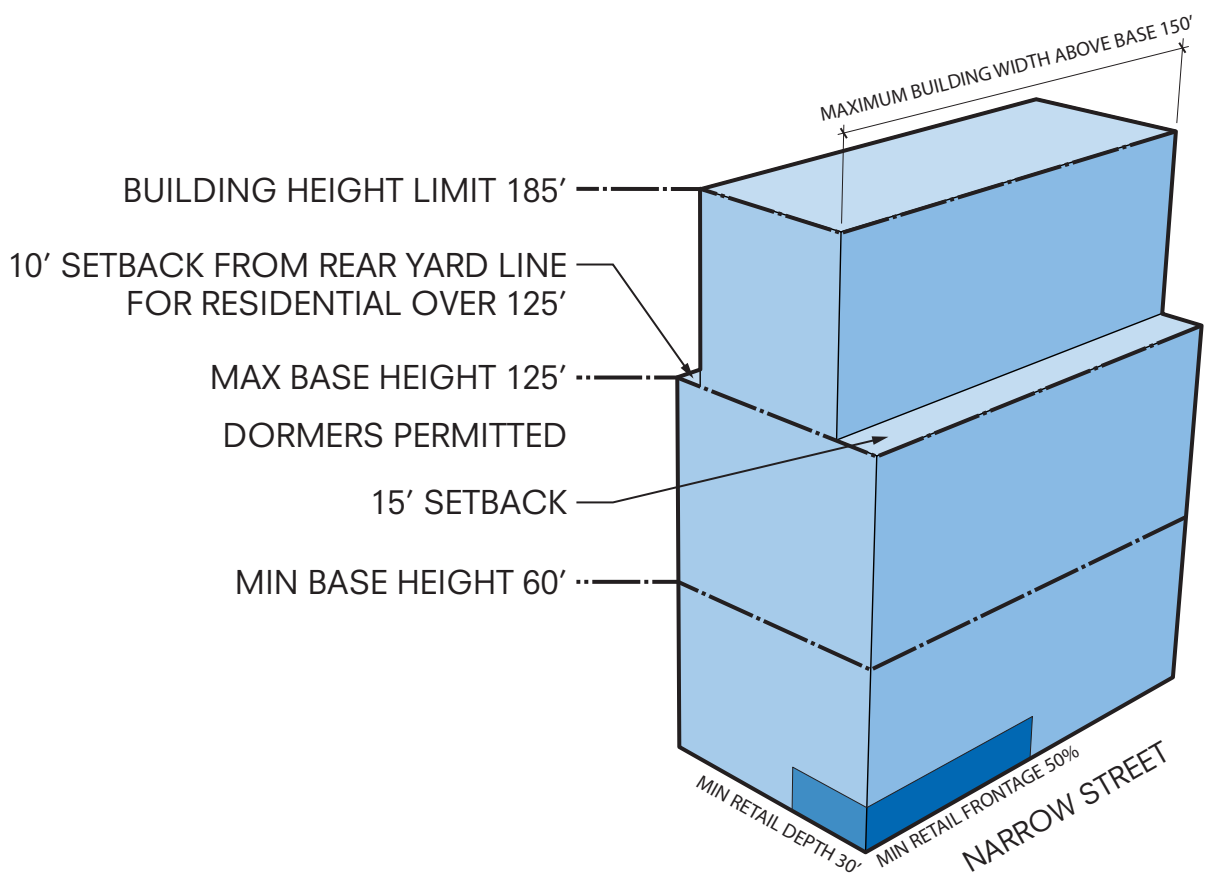
VANDAM STREET

PROPOSED REZONING // **NARROW STREETS**

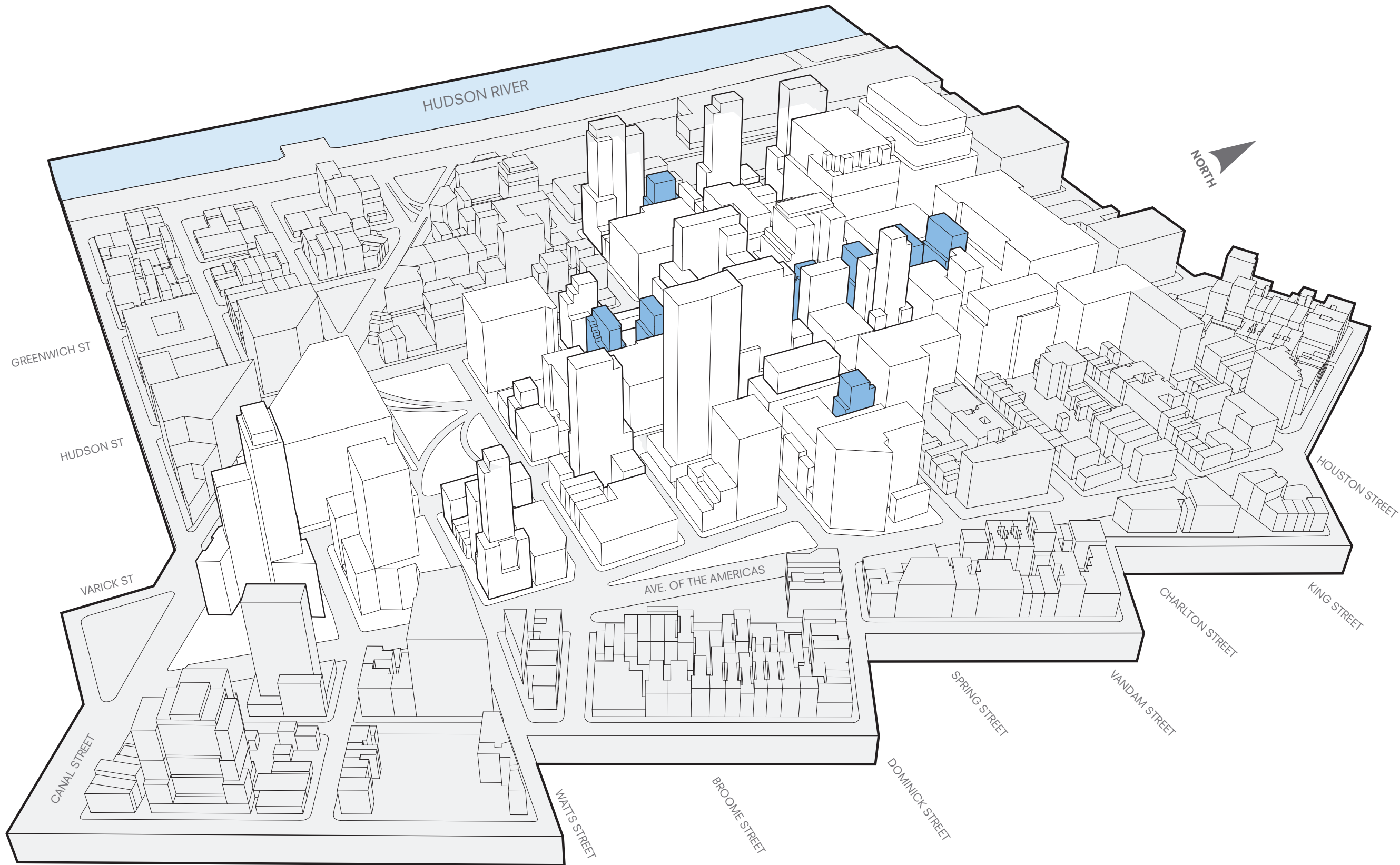
THE PROPOSED TEXT INTRODUCES A HEIGHT LIMIT
WHERE NONE EXISTS TODAY AND KEEPS BULK IN CONTEXT

- 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

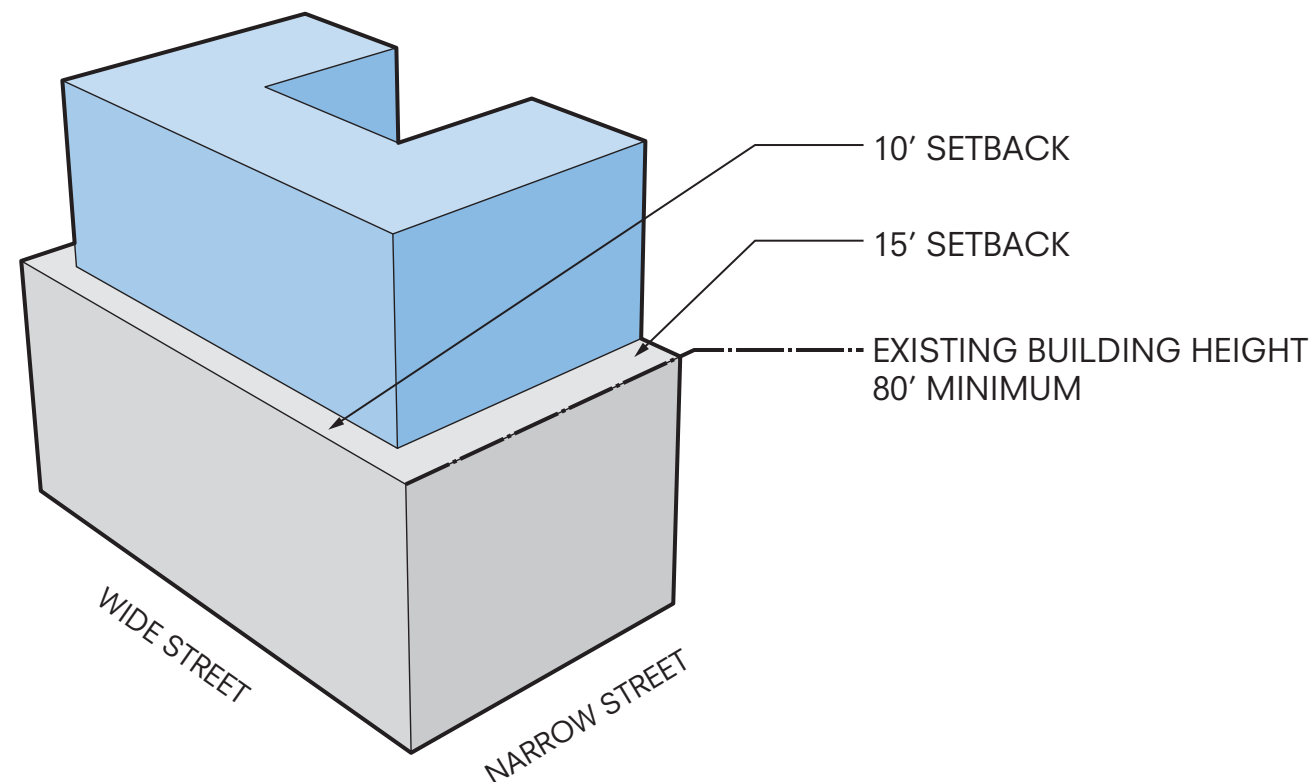
THE PROPOSED TEXT INTRODUCES A HEIGHT LIMIT
WHERE NONE EXISTS TODAY AND KEEPS BULK IN CONTEXT

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

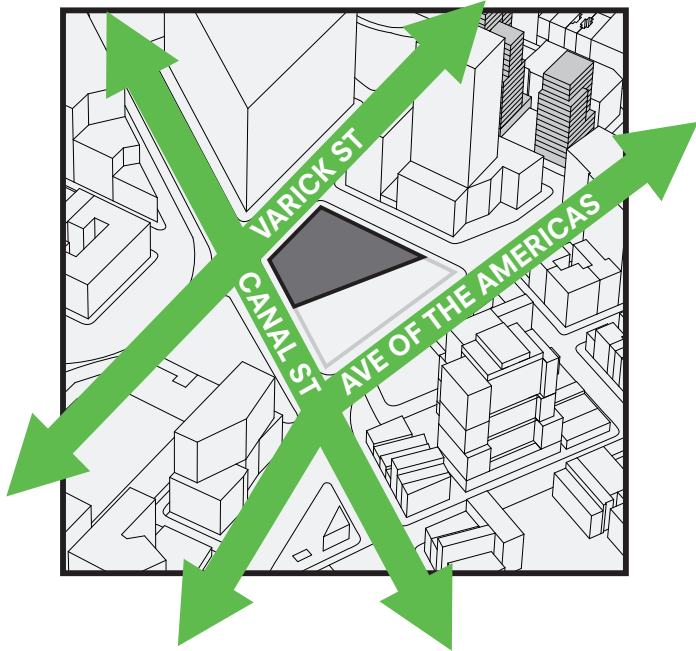


PROPOSED REZONING // SUBDISTRICT A

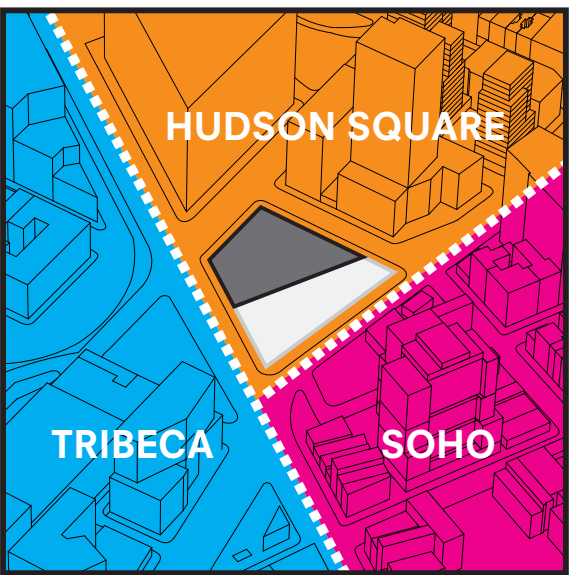


PROPOSED REZONING // SUBDISTRICT A IS A UNIQUE SITE

INTERSECTION OF THREE WIDE STREETS



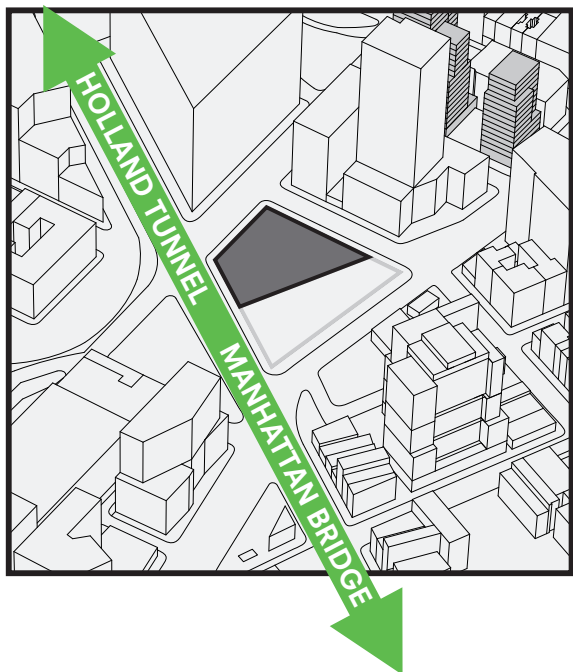
BORDERING THREE NEIGHBORHOODS



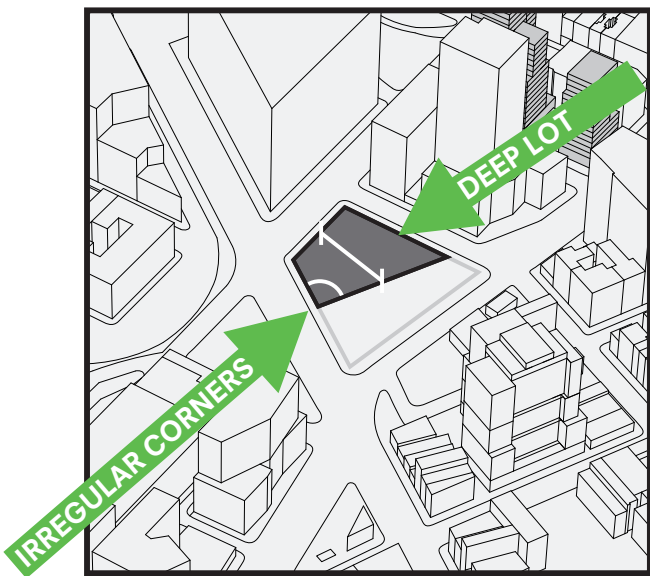
MULTIPLE SUBWAY STOPS



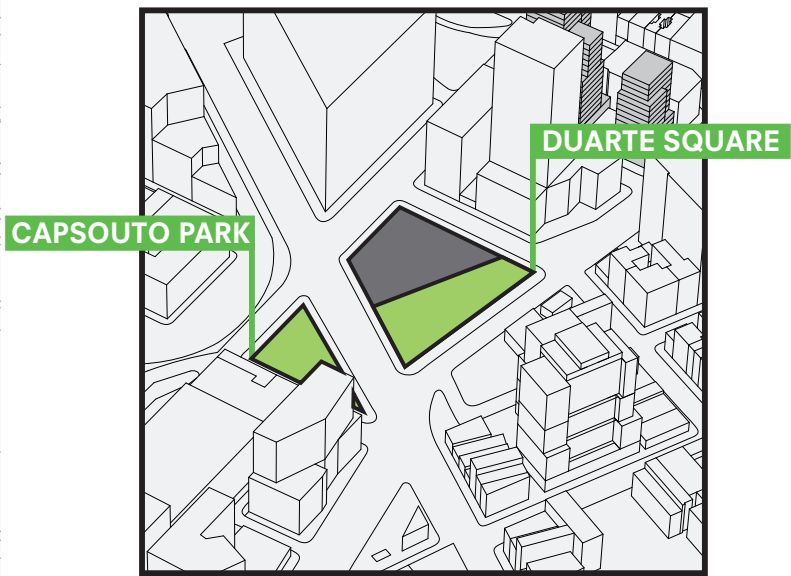
TRI-STATE THOROUGHFARE



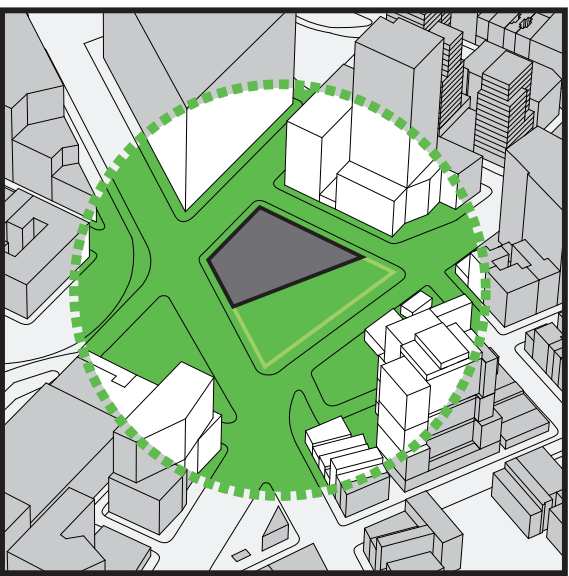
IRREGULAR SHAPED LOT



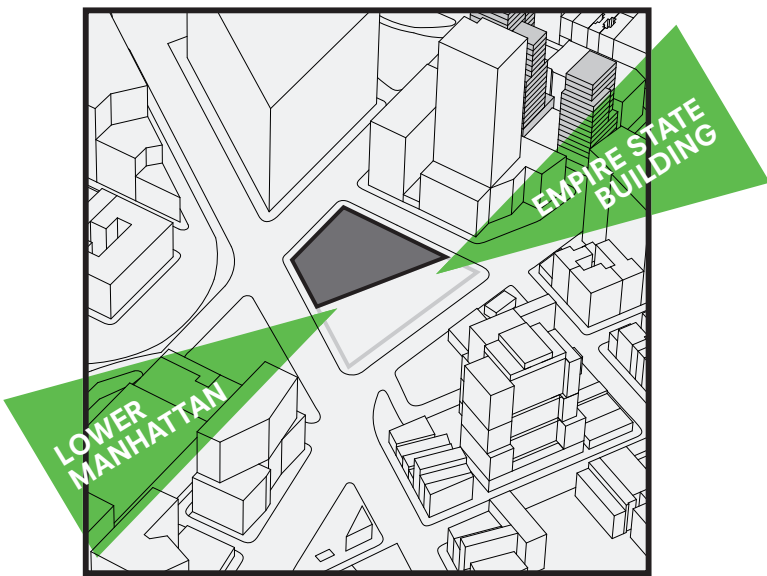
ADJACENT TO PARKS



LARGE OPEN SPACE

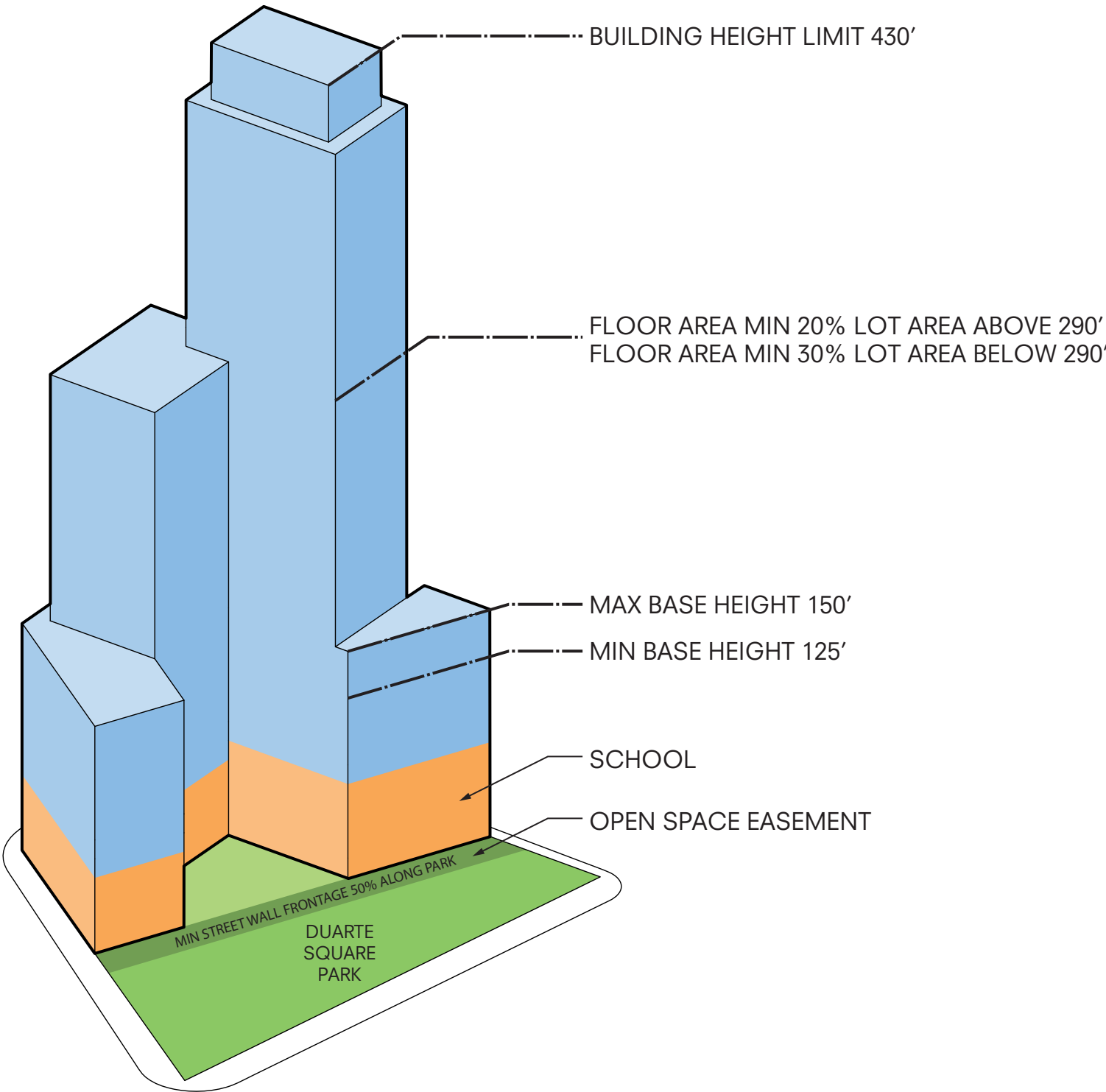


SIGNIFICANT VIEWS



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'

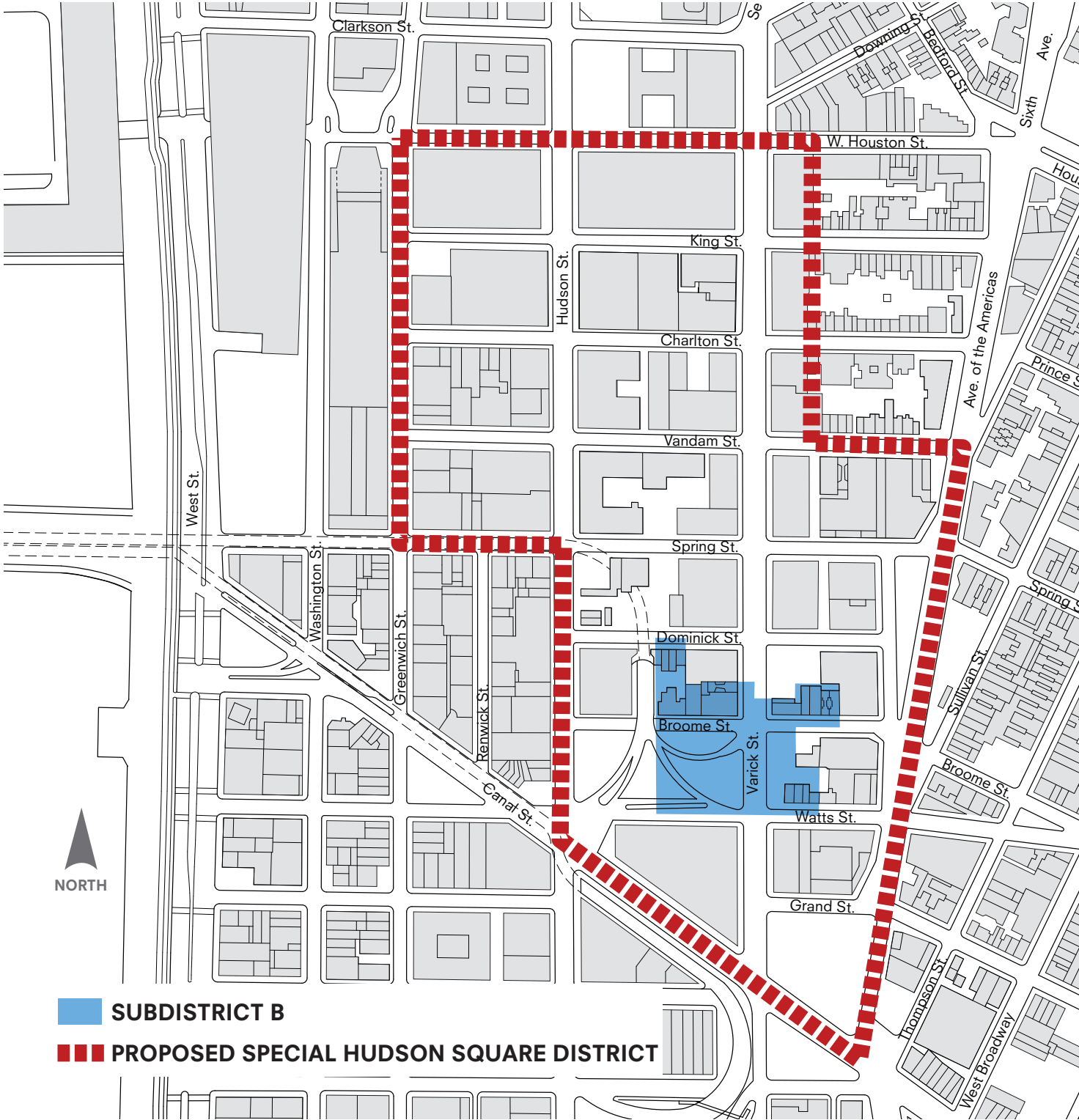
- BULK:
- RESIDENTIAL: 9.0 FAR
 - SCHOOL AT BASE
 - DUARTE SQUARE PARK WILL BE RE-DESIGNED & BUILT WITH THE NEW BUILDING

PROPOSED REZONING // ADDRESSING NEIGHBORHOOD SCHOOL NEEDS



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

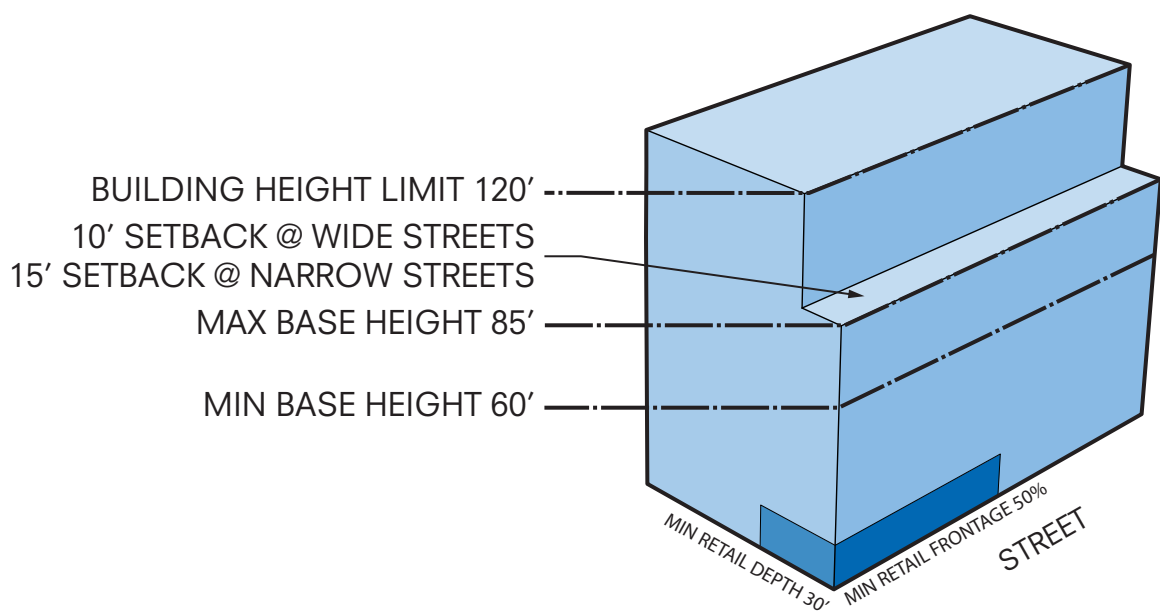


BROOME STREET @ VARICK STREET, LOOKING EAST

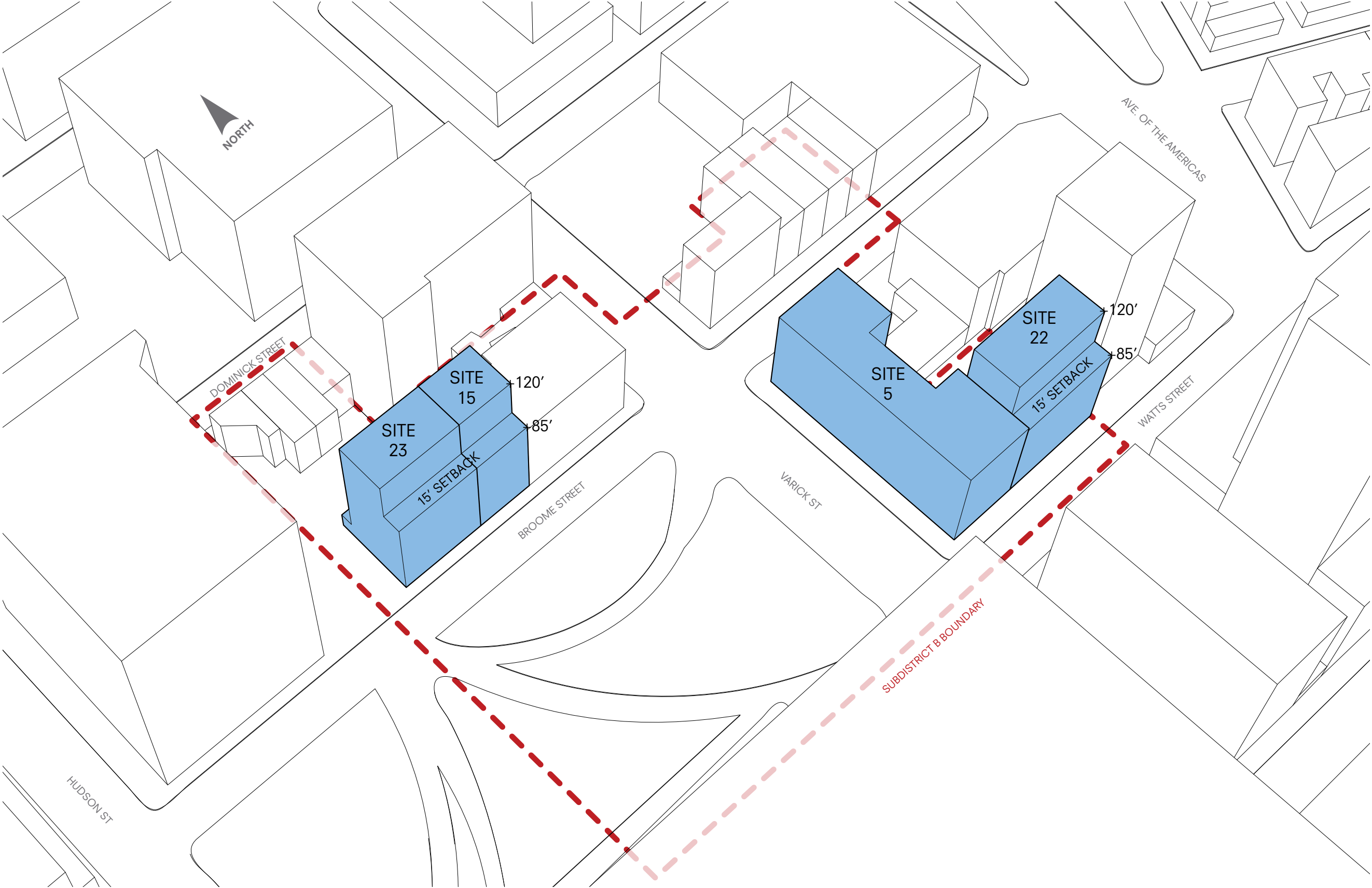
PROPOSED REZONING // SUBDISTRICT B

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



IMPROVING HUDSON SQUARE // 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



BEFORE



AFTER

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



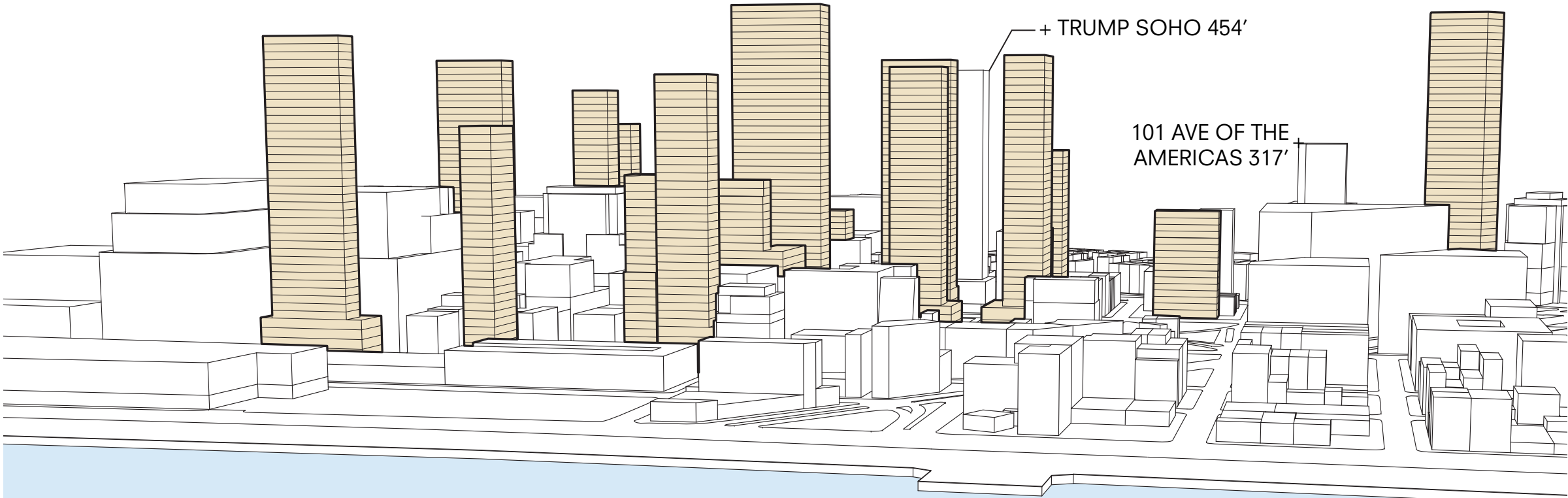
CURRENT ZONING



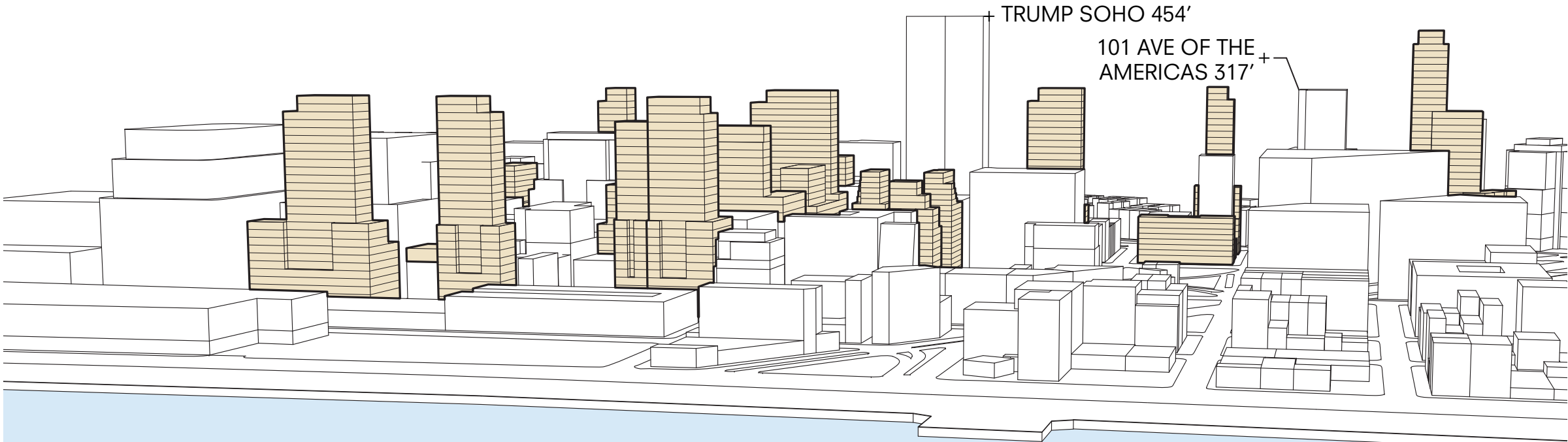
PROPOSED ZONING

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**

	CURRENT ZONING		PROPOSED REZONING
USE	RESIDENTIAL	PROHIBITED	ALLOWED
	COMMERCIAL	ALLOWED	ALLOWED
	HOTEL	NO RESTRICTIONS	SPECIAL PERMIT > 100 KEYS
	SCHOOL	NONE	ALLOWED / 444 SEAT PUBLIC SCHOOL PLANNED
	CULTURAL	RESTRICTED	ALLOWED
	BIG BOX STORES	ALLOWED	RESTRICTED
	NIGHTCLUBS	ALLOWED	ONLY BY SPECIAL PERMIT
HEIGHT	WIDE STREETS	NO HEIGHT LIMIT	320 FEET
	NARROW STREETS	NO HEIGHT LIMIT	185 FEET
	WATTS/BROOME STREETS	NO HEIGHT LIMIT	120 FEET
	2 HUDSON SQUARE	NO HEIGHT LIMIT	430 FEET
BULK	COMMERCIAL	10 FAR (+2 FAR PLAZA BONUS)	10 FAR
	RESIDENTIAL	N/A	9 FAR (+3 FAR AFFORDABLE HOUSING BONUS) WATTS/BROOME: 5.4 FAR (1.8 FAR AFFORDABLE HOUSING BONUS)
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